

CHEMIST & DRUGGIST

the newsweekly for pharmacy

January 14, 1989



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.

A

Simple
message
to you
all.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.



Make more money.

**PGC lobbies
Shadow Health
Minister**

**Evans set for
Market debut**

**Rents “get
tough” advice
for pharmacies**

**Questions
and answers**

**Business in
focus — how do
you compare?**

**New contract or
old con trick?
asks Alan Smith**

Now the safest way to sterilise is also the simplest.



1 Place rinsed bottles and teats (any size, any make) in carrier and load into Steriliser.

2 Pour 30ml of water into Steriliser's evaporating dish using measure provided.



3 Replace Steriliser lid, plug in and press operation button to start.

4 Six minutes later Steriliser switches itself off leaving sterile bottles and teats ready for use.



Sterilising babies' bottles and teats has always been a rather hit and miss affair.

There's boiling. Fine if it's done for long enough and if there are no air bubbles trapped in the bottles.

There's the cold method. It works if the concentration is right, but recent worries about the effect of sterilisation chemical residues means that rinsing is now widely recommended. This could result in a non-sterile bottle.

SAFETY FOR MOTHER AND BABY.

Now there's the Avent Steriliser, a steriliser which uses a totally different technique – steam sterilisation.

Steam sterilisation is the most efficient way of destroying the harmful bacteria which can cause Gastro-Enteritis and, amongst other things, Thrush.

For years it has been the method chosen by hospitals and now Avent have developed it for the home.

Tried, tested and fully approved by professionals in baby care, the Avent Steriliser is safe, easy to use (as you can see) and very fast. Up to four bottles and teats can be sterilised in just six minutes.

INCREASED PROFITS FOR YOU.

The Avent Steriliser, retailing at £30.39 (excl VAT), has already created a great deal of interest amongst mothers and is rapidly becoming a major selling item.

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We're putting a lot of resources behind it with full colour informative advertising in baby care magazines and annuals, plus merchandising support and product demonstrations.

Don't be left out with the old methods on your shelves. Stock up with the safest and simplest steriliser on the market. From Avent.



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COMMENT

The Scottish contractors' negotiating body, the Pharmaceutical General Council, has recently suggested that pharmacists North of the Border are being "penalised by events in England and Wales, following their remuneration survey". Acting chairman Graeme Millar talks of setting up a basis of negotiation which "does not subject us to the rubber stamp of decisions arrived at by the Department of Health and PSNC".

Suggestions that the remuneration system might have been abused (*C&D* last week) show an unusual lack of tact, and not surprisingly there are a few ruffled feathers at PSNC, at which this barbed comment was presumably aimed. Such comments serve little purpose in the current climate. The Department of Health rules the roost quite adequately without dividing it. There is little logic in contractors' organisations doing that for them.

But the PGC is not the only one to feel put upon. In Northern Ireland, Pharmacy Contractors' Committee chairman Robin Holliday recently commented (*C&D* December 10) that negotiators in the Province sometimes stand to be disadvantaged when new payment ideas promoted on the mainland only reach detailed discussion

with his Committee some 18 months later. The needs of Ulster pharmacists are different, he pointed out. Upwards of 40 per cent would have closed if the contract terms negotiated for England and Wales had been introduced.

There is little doubt that the PGC and the PCC have a legitimate gripe, but laying the blame at PSNC's door, as the PGC appeared to be doing last week, is hardly fair. The facts of the matter are that the Department of Health has considerable authority over the Scottish Home and Health Department as does the DHSS in Northern Ireland. Both, because of lack of staff, rely heavily on London for the kind of statistical data upon which much existing remuneration is based. PSNC also represents by far the largest body of contractors nationally. And it eats up the biggest part of the pharmaceutical services budget.

All this makes it difficult for the PGC to insist on separate fee negotiations for Scottish contractors. In principle it is an excellent idea, but in practical, realistic terms...? At this stage all three bodies should be seeking common ground on which to approach the Government together in the new circumstances, while playing on the need to promote and maintain regional differences.

PGC lobbies Shadow Health spokesman

Shadow Health spokesman Robin Cook MP has asked to be kept informed of developments affecting remuneration in Scotland following a meeting with Pharmaceutical General Council officials this week.

Mr Cook was also told there was a realistic prospect of the Government increasing prescription charges in March or April. Apart from the PGC's fears on script charges, acting chairman Graeme Millar strongly condemned the way the Government had abandoned the cost plus contract. "I emphasised that Scottish contractors felt they had been penalised because of a measure aimed primarily at those in England and Wales," he said later.

Mr Cook was told of the PGC's desire to seek new negotiating procedures with the Scottish Home and Health Department which would not be influenced by those of the PSNC with the Department of Health in London.



Graeme Millar (right), acting chairman, PGC, greets Robin Cook, MP, Shadow Health spokesman, at last week's meeting

Mr Cook sought the PGC's views on generic prescribing and generic substitution. While the PGC sees substantial savings for the health service from generic prescribing, it is convinced substitution would lead to inter-

professional difficulties between pharmacists and doctors, and could raise problems such as product liability.

Mr Millar said the meeting was "a very worthwhile exercise for the PGC."

Nicotine patch effective

A transdermal nicotine patch has been shown to be effective in helping smokers give up cigarettes, without excessive weight gain.

Researchers from the University of Berne and Ciba-Geigy in Switzerland, report a decrease in craving and withdrawal symptoms in users of the patch when compared with placebo.

The trial was conducted over three months and involved some 200 subjects. Three strengths of patch delivering 0.7mg/cm² nicotine in 24 hours were applied daily, according to the number of cigarettes smoked.

All the subjects were nicotine-dependent and had firmly resolved to stop or were following medical advice, say the researchers, in last week's *Lancet*.

Abstinence rates were 36 per cent with the patch and 23 per cent with placebo, at the end of the trial period. The researchers

say that similar trials with nicotine chewing gum and placebo in general practice have had negative results.

And, they add, results obtained with the patch in general practice were similar to those obtained when chewing gum was given in specialised centres with

psychological support.

The decrease in craving observed with the patch has never been observed with chewing gum, the report says. Body weight did not increase in patients using the patch, whereas in the placebo group the mean increase was 4.4kg.

Flu jab 'not ineffective'

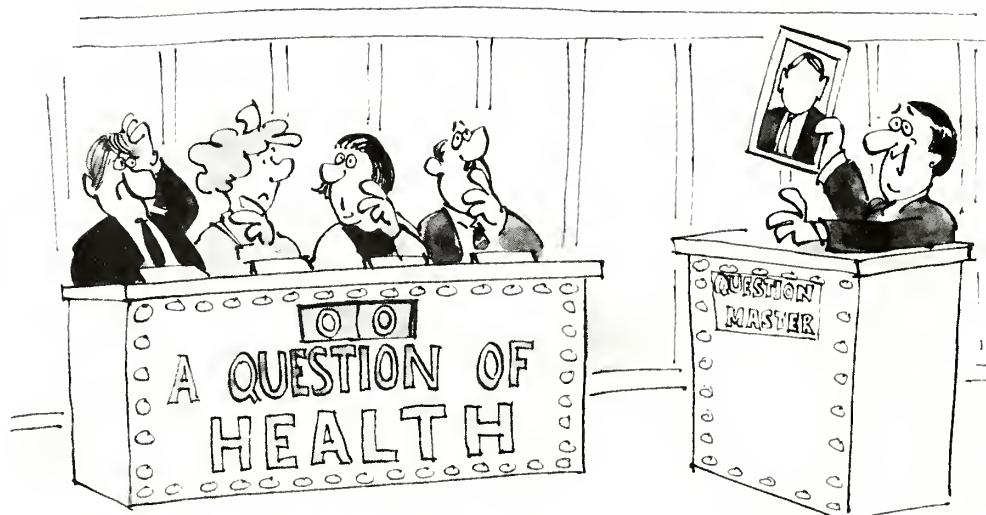
A national Press report suggesting that flu vaccine provides little protection against the current flu strains has been discounted by the Influenza Monitoring and Information Bureau.

The Sunday Telegraph quoted a report in the medical journal *Physician* from a group of Midlands doctors which revealed that flu vaccine might be ineffective. But a spokeswoman for the IMIB told *C&D* that the *Physician* paper was based on research over the 1986/87 season, when the vaccine produced had not, in the event, matched the strains which appeared in the UK that Winter.

She added that this year's vaccine, containing two strains of Singapore (or Taiwan) and Sichuan flu were correct for the types of flu currently being seen in the UK. The apparent severity of this year's flu, particularly among young people, is because the A1 Singapore type-virus responsible has not been seen in the UK for 20 years and natural immunity is low.

□ The Government has announced an extra £5.8m funding to provide the new triple mumps, measles and rubella vaccine in the coming financial year.

The overall main difference between the two methods is that the patch delivers nicotine continuously for 24 hours and plasma nicotine concentrations were in the same range as pre-smoking concentrations in chronic cigarette smokers, according to the authors.



"For 10 points... who is the new Minister?"

PPA prices 18m more scripts but saves £1/2m

The Prescription Pricing Authority processed almost 370 million prescriptions in the year to March 21 — 18 million more than in the previous year and worth some £2,000m.

Despite the increased workload £590,000 was saved through improved efficiency in the processing divisions which was returned to the Department of Health, says the PPA's recently published annual report.

Now that pricing is computerised it is calculated that it takes an average 14 seconds to key in the details from one prescription, of which approximately nine seconds are spent in examination and interpretation and five in keying. Nevertheless the level of accuracy in relation to authorised payments is claimed to be 99.95 per cent.

Because of the sheer volume of prescriptions processed the PPA calculates that one extra keystroke per item on average can cost it an extra £250,000 a year.

Looking at the facts and figures for prescriptions for England in the year to March 31, 1988 the PPA report says that 92.21 per cent (341,036,000) of the 369,844,000 prescriptions processed came from pharmacists, appliance contractors and drug stores. There were 23,696,000 prescriptions from dispensing doctors.

The average total cost per prescription dispensed by pharmacists, appliance contractors and drug stores in England was £5.557 (£5.903 for dispensing doctors). Looking at the 14 English regions, the average total cost per prescription was highest in Oxford at £5.97 and lowest in Mersey at £5.24.

The average number of prescriptions dispensed per patient by pharmacists, appliance contractors and drug stores was highest in Barnsley FPC (9.68) and lowest in Brent and Harrow FPC (5.22) compared with a national average for England of 7.23.

Average prescription costs per patient were highest in the North of England with North Tyneside FPC registering £53.61 for the year to March 31, 1988 and lowest in Enfield and Haringey FPC at £29.26. The national average was £40.15.

Five additions to NHS blacklist

Five new medicines are to be added to the products which cannot be prescribed by GPs at NHS expense from February 1.

The five products are: Disprol tablets, Hedamol capsules, Setlers liquid, Sinitol capsules and Sudafed linctus. All five are new brands of drugs for which less expensive alternatives are already available, says the DoH.

Regulations (SI 1988 no 2297) making changes to the Selected List were introduced last week on the advice of the Advisory Committee on NHS Drugs.

Some foods, cosmetics and toiletries are also being added to Schedule 3A — the list of items

that are not available on NHS prescription — on the advice of the Advisory Committee on Borderline Substances. They are: Babysafe tablets, Badedas bath gelee, Banfi Hungarian hair tonic, Bengers food, Bioscal hair formula, Boots orange drink, Boots soya milk, Cadbury's coffee compliment, Carnation coffee mate, Cow and Gate baby milk plus, Cuticura medicated foam bath, Disprol tablets, Farex fingers, Farleys rusks, Fresubin 750, Granose liquid soya milk, Head and Shoulders shampoo, Hedamol capsules, Johnson and Johnson baby bath, Johnson and Johnson baby cream, Johnson and

Johnson baby lotion, Johnson and Johnson baby shampoo, Luma bath salts, Milgard baby cleansing milk, Nucross coconut oil, Nu-soft baby oil, Ostermilk complete formula, Ostermilk two milk powder, Robinssons baby rice, Savlon baby care baby bath, Scholl foot refresher spray, Sebbix shampoo, Setlers liquid, Simple hair conditioner, Simple shampoo, Sinitol capsules, Sudafed linctus, Tabmint gum, Tidman's bath sea salt, Timotei herbal shampoo, Tonexis HP, Tudor Rose bay rhum, Unichem baby oil.

■ The January Drug Tariff blacklist, section 18A, is out of date — it is correct to August '88.

Pharmacists proud of 737 accident response

Hospital pharmacy managers in three counties this week pronounced themselves proud of the way their departments coped with the extra demands made by the crash of the Boeing 737 on the M1 last Sunday evening.

Casualties from the crash near Kegworth on the Leicestershire/Nottinghamshire border were taken to three hospitals — the Derbyshire Royal Infirmary in Derby, Queen's Medical Centre in Nottingham and Leicester Royal Infirmary.

At Queen's, where over 50 of the first casualties were taken, principal pharmacist Janet Joy said that the major incident procedure had worked really well. "If you can be pleased with a major incident, we were happy that we didn't fall down on any request." Some 17 members of staff had been involved during the evening, with the major needs being to ensure an adequate supply of intravenous fluids and Controlled Drugs, and the continual replacement of cardiac arrest and muscle relaxant boxes.

The department had been open from around 9 in the

evening, some 45 minutes after the jet vanished from the radar screens to hit the embankment of the northbound carriageway of the motorway, some 15 miles away.

The routine A&E work was transferred to another area as the casualties started coming in and by the time pharmacy staff were being sent home just after midnight, demand was passing to the theatres and then onto the wards.

At Derbyshire Royal Infirmary, the first news that the major incident procedure was being activated was at 9pm and, says principal pharmacist Dennis Lauder, by 9.10pm the pharmacy was open and four pharmacists were in and ready to provide the extra supplies needed by the casualty department, which received the first of its casualties at 9.30pm.

Additional supplies of Haemaccel and morphine were obtained from other districts and from wholesalers. Two pharmacists were available throughout the emergency in the casualty department's satellite pharmacy.

The pharmacy was open until 2am. Says Mr Lauder: "Every demand was satisfied at the time it was requested and from our point of view everything went extremely well."

At Leicester Royal Infirmary, where casualties freed later, including the plane's pilot, were taken, principal pharmacist Keith Farrar who was on-call told C&D that three off-duty residents had opened the pharmacy around 9pm and called him in.

Again the major demand was for IV fluids and the other hospitals in Leicester contributed to stocks. Assistance was offered too by local wholesalers. Five pharmacists dealt with the emergency in a "very smooth operation", said Mr Farrar.

The reward for the Leicester team was a visit from the Princess Royal on Tuesday, while in Derbyshire some of the staff involved were visited by Prime Minister Margaret Thatcher on Monday.

Vestrin's Leeds branch was called on to provide emergency medical supplies. They arrived at Derbyshire Royal by 12.45am.

Screening service praised on TV

The health screening services offered through a pharmacy in Fareham, Hants, were extolled to viewers of Southern Region's Coast to Coast news programme last Monday.

Proprietor pharmacist Mike Eastwood, of Eastwood Chemists, rents a room in his

premises to Southern Health Screening, a business run by two nurses married to local doctors. Although it is run separately from the pharmacy, it is advertised in the shop window and Mr Eastwood says customers tend to associate it with his business.

The news clip outlined the

services offered, from blood cholesterol testing to a complete coronary assessment package costing £65, and interviewed a female patient in whom breast cancer had been diagnosed. Southern TV picked up the story after two local newspapers carried articles about the services.

OTC medicine sales settle in 'favourable environment'

The present Government's commitment to greater personal responsibility in health care has created a "highly favourable environment" for growth in sales of household medicines, according to a report from Retail Business this month. But, following the short term surge in sales stimulated by the introduction of the Limited List in 1985, value growth has now settled back to some 6 per cent — largely reflecting price rises — with volume relatively flat, says the report.

Retail Business estimate consumers spent some £550m on OTC pharmaceuticals in 1987. And the first of their two-part report on the household

Premises down six

The number of premises on the Pharmaceutical Society's Register fell by six in December to 11,766. The latest fall means that the Register ended 1988 with 208 fewer premises than at the beginning of the year.

Despite this, the new figure is only just lower than the number of registered premises — 11,794 — on April 1, 1987, the day the new contract came into force (graph).

In England (excluding London) there were 10 additions and 11 deletions, in Scotland two additions and three deletions, while Wales recorded just four deletions. Figures for London were static overall, with one addition and one deletion.

medicines market looks at six major product areas.

Analgesics sales, at £110m, accounted for the lion's share of consumer expenditure in 1987. Within that paracetamol-based products accounted for half the retail sales volume. Aspirin, which has lost some popularity after publicity about Reye's syndrome and stomach bleeding, is found as the main active ingredient in around 35 per cent of analgesic products sold to consumers with ibuprofen accounting for 5 per cent and combination products 10 per cent of sales.

In the overall analgesic market, Anadin was brand leader in 1987, says the report. In pharmacy, Nurofen and Solpadeine shared the top slot, followed by Anadin and Paracodol.

Cough and cold treatments taken as a whole (including decongestants and medicated confectionery) were worth some £170m at rsp in 1987.

Leading cough brands were Benylin, Actifed and Venos, with Lemsip, Beecham Hot Lemon and Beechams tablets/capsules heading the cold treatments sector.

Tunes, Mentholylptus and Lockets were the top three brands in the medicated confectionery sector in 1987, according to Retail Business, while Merocaine/Merocets, Strepsils and Tyrozets lead the way in the throat lozenges sector. Decongestant sales valued at some £20m were led by Vicks, Mucron, Karvol and Sinutab.

Indigestion remedies with retail sales of just over £30m at rsp in 1987, upset stomach remedies

(£13m), laxatives (£14m) and anti-diarrhoeal (£10m) products are considered together as digestive preparations.

Rennies, Andrews, Setlers and Alka-Seltzer head the indigestion and stomach upset remedies sector, says the report.

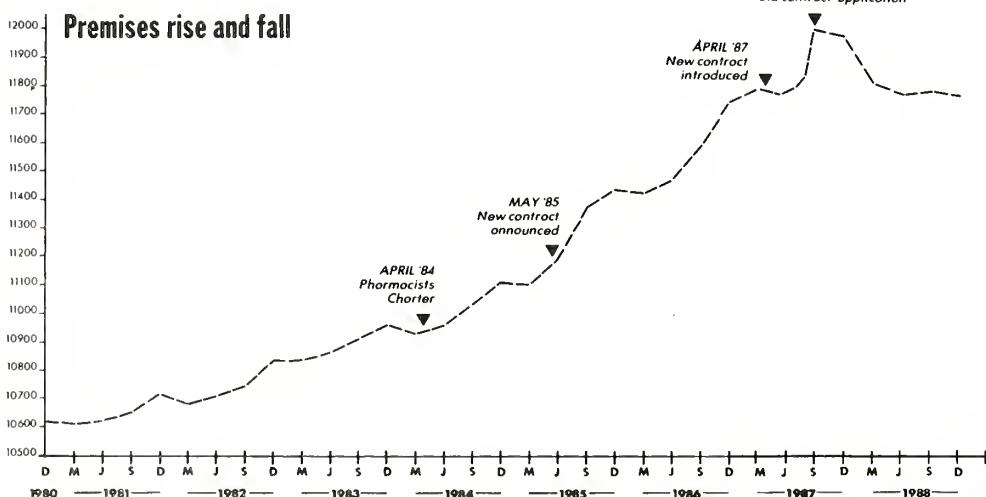
Acne treatments accounted for almost £18m worth of retail sales in the £42m total skin/acne treatments market in 1987. Industry estimates suggest OTC hydrocortisone products generated sales of £2m-£4m in the first year (1987) and are expected to have grown by 50 per cent in 1988. Current brand leader is Croke's Hc45.

Sales of multivitamin and single vitamin preparations are put at around £64m for 1987. Increasingly, however, vitamins and tonics are being considered as part of the broader dietary supplements sector which includes mineral supplements such as zinc, calcium and iron along with products like ginseng and primrose oil and is valued at between £80 and £90m at rsp, says Retail Business.

Booker lead overall in the dietary supplements sector. The company's 20 per cent value share comes mostly from its Healthcrafts brand. Boots are the second largest supplier with some 18 per cent value share, with Sanatogen.

The second part of the report covering suppliers, distribution, promotion and prospects, is to be published in February. *Household Medicines, part 1. Retail Business No 371 January 1989. £50 from Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.*

Premises rise and fall



More 'safe' nappies

Some pharmacy own brand nappies were "environmentally safe" long before those currently being launched by brand leading manufacturers.

While Peaudouce Ultra Plus (last week p8) and Pampers (p42) made television news and national Press headlines last week for using non-chlorine-bleached wood pulp, Unichem have been offering "dioxin-free" for over a year.

Unichem's nappy manufacturing plant, Neptune Industries, was jointly founded with Norwegian pulp manufacturers Folla Industri A-S, and started production in October 1987. It was at this time that Unichem decided to use CTMP pulp for their nappy range, they say.

The core has been totally dioxin-free since then. The tissue lining, which contained low amounts, will be totally free from the end of this month.

David Walker, Unichem director and Neptune Industries chairman, says they have never needed to promote the fact that the nappies are environmentally safe as sales exceeded expectations. But, to reassure customers, packs will state that the nappies are not bleached with chlorine."

Numark say their own brand of disposable nappies will be "environmentally friendly" from February, but a spokesman was unable to disclose at this stage the manufacturing process.

Dyspepsia

Symptoms of dyspepsia are common in the community and many patients treat themselves rather than consult a doctor, according to a survey of patients in Southampton.

Some 38 per cent of respondents to a postal survey said they had symptoms of dyspepsia in the previous six months, and only a quarter of sufferers had consulted their general practitioner, the researchers report in the *British Medical Journal*.

Symptoms included upper abdominal pain, discomfort or fullness.

Also reported were, heartburn and retrosternal pain, symptoms usually associated with reflux. Almost 20 per cent of patients had had a barium meal and 7 per cent an endoscopy.

Some 10 per cent of the 2,066 respondents said they thought they had had a peptic ulcer.

Amaranth suspicion

Birmingham City Council is recommending that the catering departments and "tuck shops" under its control do not sell confectionery containing amaranth.

The decision was taken after studying reports that the red colouring, E123, may cause hyperactivity in children and should be avoided by asthmatics and people with aspirin sensitivity. A spokesman said that, while amaranth was approved by UK and EEC authorities there was enough evidence to suggest it was best avoided where possible, particularly as it had no nutritional value and was used predominantly in foods aimed at children.

Hall's Mentholptus blackcurrant throat tablets are among the vetoed products. A company spokesman told *C&D* there were no plans to reformulate as the product did not infringe any rules.

The Biscuit, Cake, Chocolate and Confectionery Alliance is taking up the matter on the industry's behalf. "Our initial reaction is that Birmingham Council's decision is ill-advised", a spokesman said. Amaranth is probably the most tested food colour of all, he added.

Debendox dismissed

A federal judge's dismissal of hundreds of personal injury claims worth millions of dollars against Merrell Dow Pharmaceuticals has been upheld in the US Supreme Court, according to the *Financial Times*.

The claims alleged that Bendectin (sold as Debendox in the UK) caused birth defects when used during pregnancy. The drug was withdrawn in 1983.

The Supreme Court decision followed a federal court case in Cincinnati in 1985, where the jury concluded that there was insufficient proof that the drug caused the defects.

Writtle date at last

The date for the Secretary of State's oral hearing of the Writtle rural dispensing case has finally been fixed. It will take place on February 13-15.

TOPICAL REFLECTIONS

by Xrayser

What's in a name?

Harold Porter of Newtownards, Northern Ireland, wonders what's got into us with the move to surrender the title "chemist" to members of the Royal Society of Chemistry, while retaining, or completely adopting the title of "pharmacist" to describe ourselves. I'm afraid I can't go along with his view that we must be stupid or even arrogant to think it will enhance our position in the eyes of the public, because he misses the point.

Fifty years ago the description "chemist" was not inappropriate. Most pharmacists sold a wide range of chemicals, as this was the basis of their businesses, coupled with the manufacture of medicines and toiletries. It often involved the daily practical application of chemistry. But the revolution in medicine has transformed the chemists we used to be into the pharmacists of today.

Pure chemistry as such is hardly part of our work. Dropping a title which has precious little to do with our real work is not so much arrogant, as a belated attempt to put the record right. The whole thrust of our PR work, along with the wide adoption of the title "pharmacist", is aimed at giving the public understanding of pharmacy as a true profession, poles removed from the simplistic perception still held that the chemist is a nice quiet chap who hides in a dispensary and knows about chemicals. Make no mistake. The title is important!

Pen power!

It must be over a year ago when I first came across the letters put out to contractors by the Liverpool LPC secretary. They gave decent information



on local matters and pointers on the contract etc. Better too was the sense of community they generated. I asked "Where is my LPC newsletter?" The answer was there wasn't one.

But slowly, things are changing. I hear four more LPC secretaries have got their acts together enough to put out some news. May I congratulate them for what is a considerable effort. But I reckon the resultant response will more than compensate. With luck contractors might get to know the secretary of their LPC. They might realise

what their fellow pharmacists who are on the LPC do for them. They might even object to it...and so attend a contractors meeting if called.

Now that PSNC is recommending decent secretarial pay for what can be made into a worthwhile job, the LPC secretary who would like to do more could buy a small word processor from the funds, and employ a part-time secretary to do the clerical work. Remember the work is both contractual and PR. It affords great opportunities in the community.

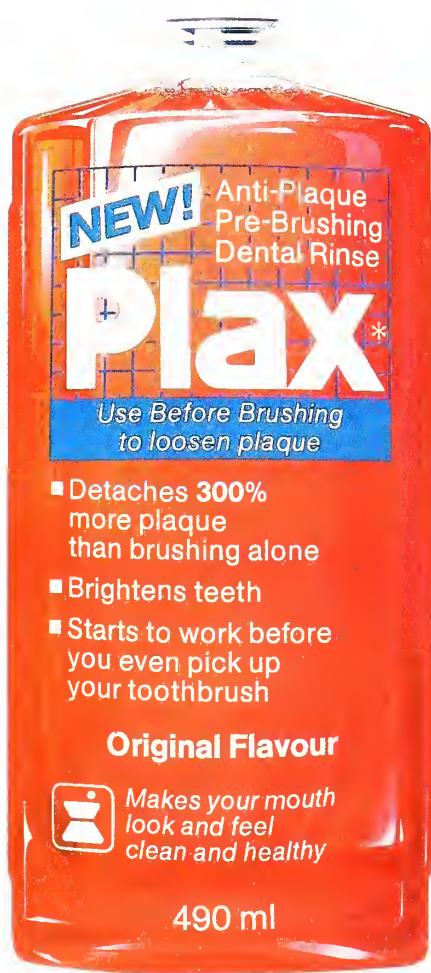
Over the Counter

I think most of us must welcome a new addition to our staff training aids of the new magazine designed especially for our assistants, which came as a supplement to *C&D* last week. Until now I have pitched those other papers which come through our letterboxes straight into the bin, because their targets — us — were already supersaturated. For me it is enough to read the *C&D* for speedy, easily-grasped information, and then the *PJ* when I have the time. Neither were particularly adapted for easy staff reading.

But this "staff room" magazine will be an instant attraction. And what a boon for us as it is designed to help our staff do a better and more satisfying job. Binders will be available to keep reference.

PLAY SHIFT
YOU'LL SHIFT

'SPLAQUE. SHIFT PLAX.'



The launch is big.

£6,000,000 of advertising.

TV and press starting in March, continuing throughout the year.

Money-off-at-next-purchase offers in women's magazines.

The product is sensational.

Plax shifts 300% (that's 300%) more plaque than just brushing.

You can only profit if you stock it.

COUNTERPOINTS

"Natural" Pampers from P&G

Procter & Gamble are launching next month an "environmentally friendly" disposable nappy which takes into account the fact that boys and girls are different.

Boys wet their nappies at the front in a localised area. The absorbency power of Ultra Pampers for boys is concentrated at the front where it is most needed and there is a special zone to permit rapid absorption even after repeated wettings, preventing the nappy from being swamped by not absorbing quickly enough. The boy design also has an asymmetrical shape to improve the fit. It is wide in the back, narrow in the front and narrower in the crotch to reduce bulk.

Ultra Pampers for girls is based on current Ultra Pampers, with greater absorbency in the middle where female babies wet.

Both designs have a new taping system to give better protection against leakage. The tapes can be fastened in any position on a broad band on the front of the nappy and can be opened and refastened many times. Once the best position has been found, it can easily be found again by taking note of the guides printed on the band. The boy's version is in a blue polybag, the girl's in pink, and the waistband is also colour coded.

With the exception of the mini size carry pack which contains 66 instead of 72, pack sizes and prices remain the same as the previous Ultra Pampers which are being phased out. The super size is renamed midi. Typical shelf prices are around £7.35 for the packs and £14.29 for the value packs. From February, the company is changing to a Swedish source of absorbent paper pulp which uses active oxygen bleaching instead of chlorine. The process uses oxygen and chlorine dioxide which breaks down to chlorides without forming the environmentally harmful organochlorines. Consumers may notice an off-white colour but there is no compromise in absorbency, say Procter & Gamble Ltd. Tel: 091 2792000.



Slazenger Sport gets Activ

The Slazenger Sport toiletries range enters the New Year with the introduction of a Sport Cologne Activ into the £400m fragrance market (AGB).

Since its launch in 1985, the range has enjoyed consistent year-on-year growth, with its unisex appeal, say Beecham. The new Slazenger Sport Cologne Activ was first featured in Christmas gift coffrets and already has a high degree of consumer acceptance, they claim.

The fragrance — designed to be applied all over — features a fresh citrus-bergamot top note deepening to a blend of woody and

floral notes, with base notes of oakmoss, musk and leather the company says.

Cologne Activ comes in a 100ml angular-shaped glass bottle in an embossed carton and has an approximate retail price of £4.39. To encourage trial and repurchase a free trial sachet of the fragrance plus a 40p off-next-purchase coupon will be banded to the Slazenger Sport shower gel, talc and deodorant stick for a two-month period from the end of January.

Display material and testers are available. Beecham Toiletries. Tel: 01-560 5151.

Sun Time for babies

Maws are relaunching their range of Sun Time preparations for 1989.

They say that the products, to be available in March, will have a new formulation incorporating both UVA and UVB sunscreens, "crisp, pure packaging specifically designed to target the products to babies and children"; and a new

addition called Sun and Wind Lotion.

Sun and Wind lotion SPF 7 (£3.50) is said to be a light, easy-to-apply lotion which is available in a 160ml container, and is suitable for adults as well as children. Maws Division — Ashe Consumer Products Ltd. Leatherhead 0372 367151.

L'Oreal race for the sun

J. Garnier have introduced a "face only" range of Ambre Solaire products for 1989, and have also added an after sun tan maintainer and new formula preparation to their range.

The Wrinkle Defence Tanning Creams for the face (factor 4, £4.99 and factor 12, £5.89) are said to help guard against premature ageing from UV rays. L'Oreal say that both the new creams are easy to use on the face, and that they maintain the skin's softness.

The After Sun Tan Maintainer (150ml, £4.39) is said to contain a special tanning agent which prolongs and deepens the tan, together with aloe, which soothes and moisturises.

All Ambre Solaire creams will contain a "new advanced formula" for 1989, consisting of UVA and UVB filters to protect the skin and prevent burning; moisturising agents containing karite butter, jojoba oil, natural plant extracts and vitamin E; said to nourish the skin and help maintain its suppleness; and UVA + B filters which are said to help guard against premature ageing.

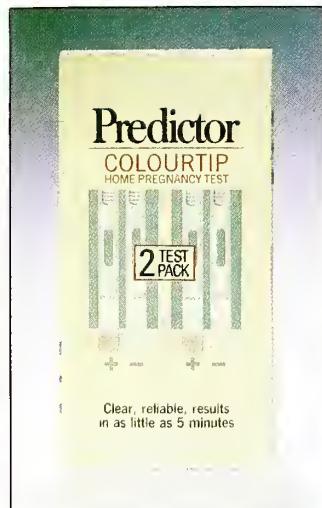
Garnier say that traditional water resistant formulations leave a greasy film on the skin. But, that their new formulation is a derivative of silicon, which is not only water resistant, but has good cosmetic qualities making the cream easy and pleasant to apply. L'Oreal/Garnier. Tel: 01-937 5454.



Two test Predictor Colourtip next month

Chefaro Proprietaries are introducing a two test pack alongside their single test Predictor Colourtip, to be available from early February.

The new pack will retail at £8.25 (the single test sells at £5.95). Trade margins will remain the same for both products. Two test packs are increasingly popular, say Chefaro, who estimate that they may soon account for up to 65pc of sales.



The home pregnancy test market is expected to show a 20 per cent sterling growth in 1989, say Chefaro. Predictor Colourtip is a "dipstick" test which uses SPIA (sol particle immuno assay) technology to detect hCG levels from 50 iu/l. It is completed in one simple step. The buffer solution and five drops of urine are added to the test tube and shaken. The dipstick indicator is inserted, then removed and rinsed after the appropriate waiting time. A colour change to pink indicates pregnancy. *Chefaro Proprietaries Ltd. Tel: 0223 420956.*

Dior Capture eyes

Christian Dior are introducing Capture for eyes which is formulated as a gel emulsion and is packaged in an applicator tube.

The product is to be available from March 1 and the 15ml tube is to retail at £16, say *Parfums Christian Dior (UK) Ltd. Tel: 01 648 5129.*



Libra Slims push purse packs

New from Sancella are Libra Slims purse packs with a new size of 18 towels.

The 18 pack is available in regular (£9.57 trade per case of 12) and super absorbencies (£10.38 per case of 12). The pack size is designed to meet consumer needs in towels per period — the extra convenience of purse packs means that consumers increase the number of towels used per period. The 18 pack will compliment the existing 10s and 30s pack size.

Individually wrapped towels have been a fast growing area in press on towels with 25 per cent growth in 1988, say *Sancella Ltd. Tel: 0342 327191.*

An updated version of Mid-Optic's "Contact lens solutions comparison chart" is available free from *Mid-Optic Ltd. Tel: 0332 360464.*

Robitussin original is now called Robitussin expectorant say, *A.H. Robins Co Ltd. Tel: 0293 560161.*

Cymalon lingerie set offer

Sterling Health's Cymalon will be supported during January and February with a lingerie set offer.

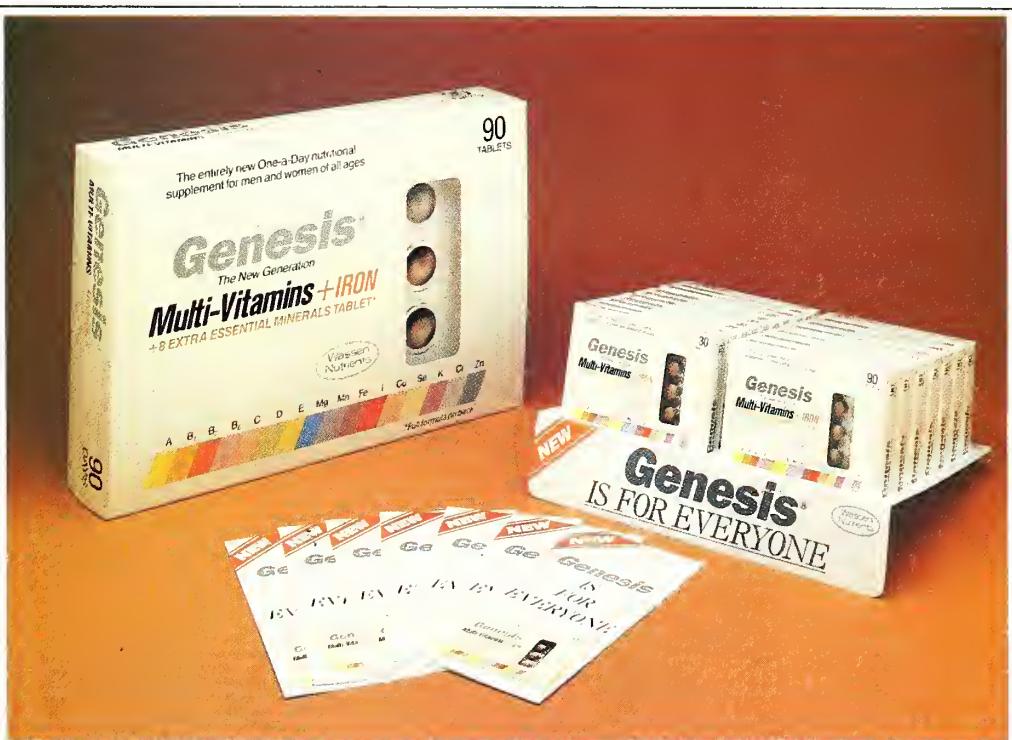
The promotion will consist of in-store leaflets and consumer advertising and will offer customers the chance to purchase a stocking and suspender set at £3.99, half the recommended retail price of £7.95, say Sterling.

The offer is being advertised in three women's magazines — *Options, She and Living* — and will reach over 750,000 target users, they say.

The promotional leaflet also gives helpful information about cystitis, and is displayed in a leaflet dispenser. *Sterling Health. Tel: 0483 65599.*

Finders Dead Sea Mineral Crystals are now available direct from Finders Dead Sea Health Company or from distributors *Brewhurst Health Food Supplies. Tel: 09323 54211.*

Advertisement



A completely new concept. **Genesis is for Everyone**

GENESIS is totally different, a major breakthrough in multi-mineral and vitamin formulation. Many existing products contain too many ingredients in quantities so small as to be virtually ineffective. Genesis is a careful balance of just 16 of the most

essential nutrients, in really significant amounts. Launched on TV in Spring 1988, Genesis is a certain winner, in 30, 90 and 365 day packs. Announce this asset to your customers. They will thank you for it.

Natracalm herbal from English Grains

English Grains are introducing Natracalm, a herbal medicine containing Passiflora.

The product carries a full GSL licence for "the relief of nervous tension and stress and strain, of everyday life".

The company say it is one of the first herbal remedies to undergo review by the Committee of Safety of Medicines and have a licence granted.

Each tablet contains 500mg of Passiflora and the recommended dose is one tablet three times daily with meals, and one at bedtime if required.

It comes in cartons of 48 blister-packed tablets (£2.25), wrapped trays or display outers of 12 (£17.61 trade).

A national advertising campaign with a £250,000 spend is planned for major women's magazines from February, says the company. *English Grains Healthcare Ltd.* Tel: 0283 221616.

Sitting pretty with Tommee Tippee

Jackel are extending the Tommee Tippee range of baby products with the introduction of a portable high chair suitable for babies from six months to three years old.

The chair (rsp £16.95) is designed to fit securely onto any suitable surface fixed with secure clamps, and meets all worldwide safety standards for portable high chairs. The seating section is padded and double-stitched onto a steel frame, which is also padded.

The seat has a crutch strap and two metal clips for safety harness attachment. Both seat and frame are covered in an advanced fabric which is tear, stain, water, and flare resistant. The chair folds down for storage and travel.

The Tommee Tippee brand is also moving into the child safety market with the introduction of three "Safe 'n' Sound" items — fridge locks (£1.49), cupboard locks (two for £0.99) and socket covers (three for £0.59).

All three products are sturdily made and are blister packaged on cards featuring panda designs.

Jackel International Ltd. Tel: 091-250 1864.



Ear, ear . . .

From now until February 28 Inverness UK are offering a start-up discount to new pharmacist customers on their Inverness System ear piercing kit and special discount offer to their regular customers. Details from *Inverness UK Ltd.* Tel: 0628 776217.

New pack of Telmin KH wormer for dogs & cats

Janssen Pharmaceutical Ltd have launched a new counter pack of Telmin KH to pharmacies. A broad spectrum wormer for both dogs and cats, Telmin KH is active against both tapeworm and roundworm and is not contraindicated in young or pregnant animals. Each tablet contains 100mg mebendazole and a single tablet is administered twice a day for five days. The PML medicine comes in a pack of 10 tablets retailing for £1.99 (£1.17 trade).

In a recent survey commissioned by Janssen 79 per cent of pharmacists were found to stock animal health products and of those, 94 per cent stocked cat and dog wormers.

Worm infestation is a problem that affects the majority of dogs and cats at some point in their life; indeed, 90-95 per cent of puppies will suffer. *Janssen Pharmaceutical Ltd.* Tel: 0235 772966.

Farley's bite on rusks

Crookes Healthcare will be supporting their rusks and cereals ranges with a £4m promotional campaign for 1989.

Farleys will be advertised on TV and in a range of consumer magazines including *Mother and Baby*, *Parents*, *Under Five* and *Practical Parenting*.

Farleys also say that they will soon unveil a series of "innovative" on-pack promotions to support the brand. *Crookes Healthcare*. Tel: 0602 507431.

For tots

A new juice feeder has been added to the Suba-Seal baby feeding range to fit either the 250ml or 125ml wide neck bottle.

William Freeman have now created a new trio of "Furry Friends" covered cot hot water bottle especially for the very young child featuring a bunny, teddy or panda.

New to the Suba-Seal children's range of hot water bottles are a new water bottle with Garfield badge. *William Freeman*. Tel: 0226 284081.

Now designer bottles from Jackel

A new twin pack of "designer" baby feeding bottles has been introduced into the Tommee Tippee range. The bottles are 250ml clear polycarbonate with pure latex teat, hygienic teat cover, cap and disc (£2.49).

The bottles are being launched following the success of the original designer range and the recently-introduced "panda-motif" series, say manufacturers Jackel. They are decorated with scenes showing rabbits and sheep in pastel shades of pink, blue, yellow and green. The packaging features a complimentary pastoral landscapes.

Richard Brown, Jackel sales and marketing director, says: "Our first 'designer' products have been an outstanding success, with sales at around four times their predicted level." *Jackel International Ltd*. Tel: 091-250 1864.

GF Dietary Supplies Ltd are launching a gluten-free mustard in a 250g tub. GF Dietary say that the mustard contains no artificial colouring. It will cost £13.42 per case of 12. *GF Dietary Supplies Ltd*.



Milupa say baby rice is nice

Milupa are introducing two new baby rice products which they say are suitable for first weaning.

Baby rice is made from rice that has been cooked and flaked with no milk, no sugar and no salt added, say Milupa. Baby rice with fruit and cereals is made from banana, orange and pear and rice, together with maize and millet.

They say that both varieties are mild in taste and gluten-free and that they mix easily with the baby's usual milk, or with water, to make a simple start to solid feeding.

The new products are packaged in blue and pink. *Milupa Ltd*. Tel: 01-573 9966.

Wallis Laboratory say their junior paracetamol capsules have been renamed Paramin. Each capsule contains 120mg paracetamol in packs of 24 (£0.59, £3.66 for 12, trade). New packaging of the GSL product will be introduced as present stocks are exhausted. *Wallis Laboratory Ltd*. Tel: 0582 584884.

Exciting news about tranquillity

Kalms TABLETS

Relieves periods of nerve strain and tenseness, so allowing restful sleep.

A non habit forming natural plant remedy



Growing Demand

Thousands of people have found that Kalms has helped them relax. They are spreading the news to their friends by word of mouth. We are further stimulating the growing demand by advertising regularly in the major newspapers and magazines.

Economical in use

A hundred tablets cost less than the prescription charge. Trade margins are rewarding - in recognition of the importance of pharmacists in the growing success of this natural remedy.

You can confidently stock, display and counter-prescribe Kalms.

For those who seek tranquillity. Naturally.

TODAY there is increasing concern about the use of synthetic tranquillisers, and the potential of some of them for creating dependence or even addiction.

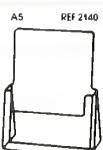
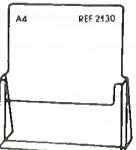
Yet the pressures of modern life continue to intensify, and many people are looking for something that will help them cope.

Kalms is a unique formulation of natural plant extracts, with traditional herbs that include valerian, gentian, hops and asafetida. It is the gentle, non-habit forming natural remedy that soothes away nervousness and tenseness, helping the sufferer to relax and enjoy a good night's sleep.

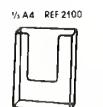
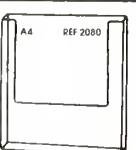
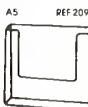
LEAFLET DISPENSERS

ALL INJECTION MOULDED IN CLEAR PLASTIC

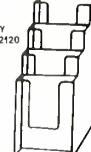
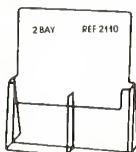
FREE STANDING



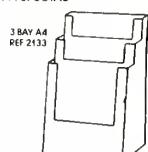
WALLMOUNTING



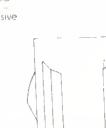
1/4 A4 SPECIALS



A4 SPECIAL



CARDBOARD DISPENSERS



To be supplied
printed or plain –
filled with adhesive
tapes or pads

ALL INJECTION MOULDED IN CLEAR PLASTIC

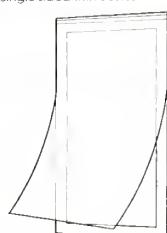
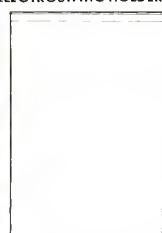


The Point of Sole Centre Ltd
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Riverside Road, London SW17 0BA
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POSTER HOLDERS

ELECTROSTATIC HOLDER

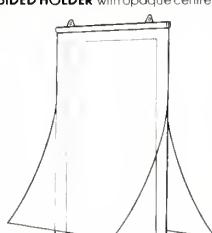


Single sided with adhesive top front edge
Simply lift clear cover, place poster in position and replace cover, pressing firmly into place

- * EASY TO USE
- * ALLOWS POSITION ADJUSTMENT
- * PROLONGS POSTER LIFE
- * REDUCES COSTS
- * IMPROVES APPEARANCE
- * REUSABLE TIME AFTER TIME

SIZE	TO HOLD	REF
10 x 14in	A4	3100
(254 x 355mm)		
12 x 18in	A3	3110
(302 x 458mm)		
18 x 25in	A2	3120
(458 x 635mm)		
25 x 36in	A1	3130
(635 x 906mm)		

ELECTROSTATIC DOUBLE SIDED HOLDER



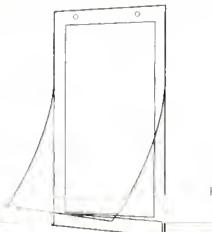
with opaque centre
Simply lift clear cover, place poster in position and replace cover, pressing firmly into place

- * EASY TO USE
- * ALLOWS POSITION ADJUSTMENT
- * PROLONGS POSTER LIFE
- * REDUCES COSTS
- * IMPROVES APPEARANCE
- * REUSABLE TIME AFTER TIME

Binding Bars [REF 2010] and Triangular Hangers [REF 2020] are included in price

SIZE	TO HOLD	REF
10 x 14in	A4	3100
(254 x 355mm)		
12 x 18in	A3	3110
(302 x 458mm)		
18 x 25in	A2	3120
(458 x 635mm)		
25 x 36in	A1	3130
(635 x 906mm)		

DOUBLE SIDED HANGING HOLDER



TO HOLD	POSTER SIZE	REF
A5		3200
A4		3210
A3		3220
A2		3230
A1		3240

Height approx 2in more than poster height

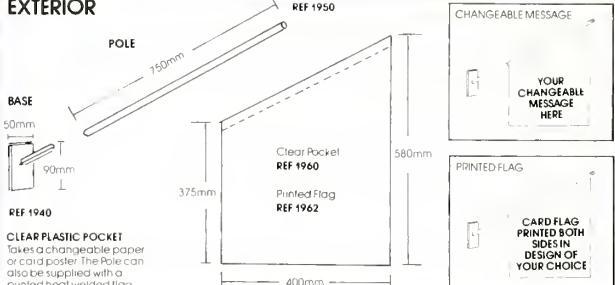


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FLAG KITS

EXTERIOR



SIGN BASE UPRIGHT

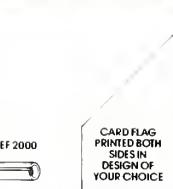
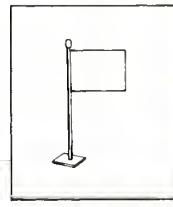


SLIT TUBE



(Length to client's requirements)

INTERIOR



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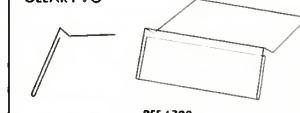
MESSAGE HOLDERS

Clear Plastic Message Holders made to any shape, in any weight of plastic, from .010 to .050 PVC or 1mm to 3mm Acrylic.

CLEAR PVC



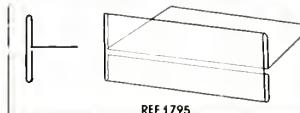
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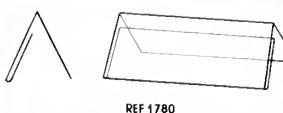
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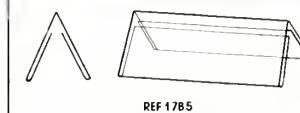
CLEAR PVC



CLEAR PVC



CLEAR PVC



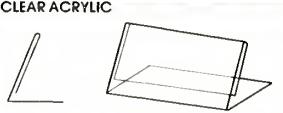
CLEAR ACRYLIC OR STYRENE



CLEAR ACRYLIC OR CLEAR PVC



CLEAR ACRYLIC



CLEAR ACRYLIC OR CLEAR PVC



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Broad Labs launch Novatec C toothpaste

Novatec stain removing toothpolish is being launched by Broad Laboratories following "eighteen months development work on the behaviour and stain absorption levels of the tooth enamel surface."

Novatec is being launched in both regular and smokers variants and will cost £1.59 for 75ml. It is said to be kind but effective in removing stains from tooth enamel.

Advertising support for the brand will be £1.55m in 1989, which will be featured in a range of national newspapers, including the *Daily Mail*, the *Guardian* and *Weekend*, together with national independent radio.

For the launch period Novatec

Catarrh-Ex developments

Broad Laboratories will be putting over £1m advertising behind the Catarrh-Ex decongestant brand recently acquired from Thompson Medical Company.

Catarrh-Ex has had little support since its 1987 launch, but from January 1989 it will be advertised in a range of national newspapers including the *Daily Mail*, the *Guardian*, and *Weekend* and will also be given support on local independent radio. *Broad Laboratories*. Tel: 0753 69300.

Minty mouth

Vantage have added a green, minty mouthwash to their own label range. It is said to be pleasant tasting and have antiseptic properties and to freshen the breath rapidly with long-lasting effect.

Vantage mouthwash comes in a 300ml, unbreakable plastic bottles with a measuring cup and retails at £0.75. It is available in outer of six at £2.70 trade. *Vestric Ltd.* Tel: 0928 717070.

and come in counter top display outer. (12, £4.81 trade, rrp £0.65). *Ernest Jackson & Co Ltd.* Tel: 03632 2251.

supported by advertising in a number of publications, including the *Sun* and *Mother & Baby*. *Unichem* Tel: 01-391 2323.

Unichem go consumer

Unichem are launching a promotion campaign for their own brand babycare products, which will be directed to consumers for the first time, as well as the trade.

This is the first phase of a £500,000 year long campaign which will focus on other Unichem own brands under the umbrella title "Caring for the family".

"Baby Days", the theme for the baby range, is centred on a Unichem teddy bear which is free to customers collecting either 15 bar codes from own brand baby products or submitting ten with £1.

The promotion runs until May 31, and members will be supplied with window posters and shelf merchandising materials. During the period of the promotion, bonus prices will apply across the baby range, say Unichem.

The promotion will be

Scholl style

Scholl are introducing five new styles to their sandal range for 1989, replacing New Active, Soft Step and Active Leisure styles.

Active Restyled is a completely new sandal with a leather upper. It comes in four colours with a recommended retail price of £25.99. Softstep comes in six colours with recommended retail prices ranging from £22.99 to £24.99. A Leatherlook low heeled sandal comes in grey (£18.99 rrp). Massage (£9.99), and Autumn/Winter sandals in two colours (£16.99).

All the styles are available in sizes 3-8. *Scholl (UK) Ltd.* Tel: 01 253 2030.

Fluotabs 0-2 years is the new name of Stafford Miller's En-De-Kay Fluotabs additive free. The company says the whole En-De-Kay range is now free from artificial colouring and flavouring. *Stafford-Miller Ltd.* Tel: 07072 61151.

Advertisement



The new women's supplement for the way we live today

MAKE SURE your customers know you stock Magnesium-OK, the natural vitamin and mineral supplement for women to take every day of the month. Three out of four "Woman" readers voted it a total success in 1987. Independent experts also

recommended it widely on radio and in the press to older women as well. Now Wassen have removed "PMT" from future packaging. Available in 30, 90 and 365 day packs, Magnesium-OK is a brilliant addition to your store.

De Witt launch lozenges

De Witt International are launching Ricola Herbal cough lozenges and sugar-free pearls.

Ricola is made in Switzerland and imported by Cedar Heath Ltd, who say the range contains "13 organically grown Swiss mountain herbs" including thyme, sage, peppermint, plantain and elderflower.

Cough lozenges come in two sizes: a 40g tube (20, £5.68 trade, £0.49) and a 70g bag (12, £6.55 trade, £0.95). There are four varieties of pastille-type pearls retailing at £0.69: original herb, menthol eucalyptus, lemon, mint and orange mint, in packs of 25 and outers of 20 (£7.98 trade).

A counter mixed variety display unit holds 40 packs (£15.95 trade). De Witt say a special introductory offer gives 46 per cent profit on return.

The launch will also be supported by a PR campaign including sampling through *Here's Health* magazine. *De Witt International Ltd.* Tel: 01-441 9310.



Finesse back on TV

Helene Curtis are supporting Finesse shampoo and conditioner products with television and Press advertising this year.

Three major bursts of television advertising are planned; the first is to run from January 15 to March followed by a second burst in the Spring and a third in the Autumn, says the company.

Press support is planned for women's magazines along with sampling and in-store promotions, say Helene Curtis Distributor Food Brokers Ltd. Tel: 0705 219900.



Broad Labs launch Dentrex

Broad Laboratories are offering their 75ml Dentrex Sensitive Teeth Formula at a special trial price of £1.15.

An advertising expenditure of £1.75m in 1989 will include coverage in the *Daily Mail*, the *Guardian* and *Weekend* and on national independent radio. The trial offer promotion will be advertised in the first quarter of the year.

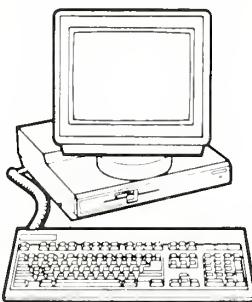
Dentrex Sensitive Teeth Formula was launched in January 1988 and has already achieved a 7.3 per cent market share, say *Broad Laboratories*. Tel: 0753 693600.

Silkience promotion by Gillette

The Gillette range of Silkience hair care products will be supported by a on-pack promotion during the early part of 1989.

The "extra-value" packs will be available across all trade sectors this month and next.

The promotion offers an extra free 50ml with every 250ml Silkience shampoo (£0.85), an extra free 50ml with every 200ml Silkience conditioner (£1.09), an additional free 50ml with 200ml Silkience enriched care shampoo (£0.85) and a free 50ml on 150ml Silkience enriched care conditioner (£1.09). *Gillette UK*. Tel: 01-560 1234.



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Talkdata Ltd 67 Shelton Street London WC2H 9HE 01-836 3230

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

STV Scotland
(central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Benylin:	All areas
Day & Night:	All areas
Lemsip:	All areas
Macleans toothpaste:	All areas
Paracodol:	U, C4
Pulmo Bailey:	TT, Y, C
Radian B:	G, Y, C, TT
Sanatogen:	All areas except LWT & TVam
Sinutab:	All areas
TCP Liquid & TCP Pastilles:	All areas
Tixylix:	ITV, C4
Triogesic:	S, Y, G, HTV, U, TTV, C, A, TVS
Vosene:	GTV, U, STV, B, G, Y, C, TTV

SCRIPT SPECIALS

Prozac anti-depressant launch by Dista

Dista have launched Prozac, a specific serotonin uptake inhibitor, for use in depressive illnesses.

The active ingredient is fluoxetine, 20mg, which is chemically unrelated to the tricyclic and tetracyclic antidepressants. Controlled clinical trials with Prozac have shown it to be effective in relieving symptoms of depression including sleep disturbance, anxiety, appetite, energy level, content and processing of thought and the ability to experience pleasure and maintain interest. Signs such as an agitation and psychomotor retardation are also relieved. The drug is effective when given once daily.

Manufacturer Dista Products Ltd, Kingsclere Road, Basingstoke, Hampshire

Description Green and off-white capsules containing 20mg fluoxetine hydrochloride and coded "3105"

Uses Treatment of the symptoms of depressive illness, especially where sedation is not required

Dosage 20mg a day is the usual requirement, maximum daily dose should not exceed 80mg. Parent drug and major active metabolite have long half-lives (two to three days and seven to nine days respectively), therefore changes in dose will not be fully reflected in plasma for several weeks. In the elderly the maximum daily dose should not exceed 60mg

Side effects Asthenia, fever, nausea, diarrhoea, dryness of the mouth, appetite loss, dyspepsia, headache, nervousness, insomnia, drowsiness, anxiety, dizziness, fatigue, decreased libido, pharyngitis, dyspnoea, excessive sweating, rash, sexual dysfunction, vomiting and convulsions. During pre-marketing testing, hypomania or mania occurred in 1 per cent of patients. Elevated serum transaminase and hyponatraemia have been reported, see Data

Sheet

Contraindications, warnings, etc Do not use in hypersensitivity to fluoxetine, severe renal failure, or nursing mothers. At least two weeks should elapse between stopping an MAOI and starting Prozac and five weeks between stopping Prozac and starting an MAOI. Discontinue on appearance of a rash. Avoid in pregnancy, unstable epilepsy and discontinue if seizures develop. Patients with hepatic dysfunction should receive a lower dose. Caution is advised if given concomitantly with CNS active drugs

Supply restrictions POM

Packs Blister pack of 28 capsules (£27.44 trade)

Product licence 0006/0195

Issued January 1989

Larger Erythroped

Abbott Laboratories have introduced a seven day, 140ml pack for its Erythroped range of antibiotics.

Prices of the new packs are: Erythroped PI, £2.07; Erythroped, £3.36 and Erythroped forte, £5.96 (all prices trade). The company says supplies of 100ml packs will be discontinued when stocks are exhausted. *Abbott Laboratories Ltd. Tel: 0628 773355.*

Pulmicort standard inhaler (100 dose) hospital pack has been changed to a pack of five (£40.80 trade). *Astra Pharmaceuticals Ltd. Tel: 09277 66191.*

Normax move

Bencard say, the marketing of Normax capsules will be transferred to Innovex Medical Products from January 16.

This is coincidental with a change in its legal status from a Pharmacy medicine to a Prescription only Medicine (*C&D*, December 3, p952). Bencard will continue to provide a medical information service for Normax. Orders should be placed through Farillon, Innovex Medical's distributors. *Farillon Ltd. Tel: 04023 71136.*

Celevac tablets are now available in an OPD pack (112 £0.93 trade). Packs of 250 are to be discontinued. *Boehringer Ingelheim Ltd. Tel: 0344 424600.*

Advertisement



Make Selenium-ACE even more your Number 1

UNDISPUTED brand leader, Selenium-ACE is relied upon for consistently growing customer demand as thousands more add it to their daily diet. Selenium levels in the U.K. being generally low, this essential trace element is assured of

permanent sales success – but it will not stay long on your shelves. Available in 30, 90 and 365 day packs.

Maximise your profits and help your customers to help themselves to natural health assurance.

COLD PACK DISPOSAL

Packaging or Chinese torture?

If Sherlock Holmes were at work today, he would easily detect the occupation of pharmacists and their dispensing staff by the tiny cuts around their finger tips — those who dispense numbers of Bencard's new liquid paediatric preparations, that is. The irritation caused by the Chinese torture inflicted on our hands every time we break open one of these containers in order to add the vehicle is only equalled by the thought that a company can issue such a badly designed container, surely in the knowledge of its failings.

As readers will know, the cap invariably breaks to leave two slivers of sharp metal which require digital dexterity and some nerve to tear away.

My annoyance increased no end this morning when, having to remove the U-bend on my dispensary sink to free a partial blockage, I found the problem to be due to a nucleus of 14 of these

lethal little strips.

Perhaps it is a part of our job to take all this in our stride, but the more serious concern must be for the patients and their parents who have to open and close a bottle which is left with a cap which has a razor sharp lower rim. Were these consumer products in competition with others, users would quickly show their dislike and changes might follow, but pharmacists, as merely part of the chain of distribution, seem never to be consulted on packaging.

If another example is required, may I mention the Asilone bottle with its immovable cardboard liner which has to be pierced in a state of the art fashion by scissors or any implement to hand (contamination?) resulting in a bottle which does not pour properly. I often wonder how many suits, dresses and table cloths have been soiled in this way.

I recognise the need for a tamper-proof container, but please, may I ask manufacturers to do some user research before releasing new packaging which is the cause of so much discomfort and perhaps injury.

D. Ross
Bourne, Lincs

Action on cost plus

The PSNC and other pharmaceutical organisations appear prepared to accept without question the unilateral decision to discontinue on-cost payments. Who else in business supplies goods at cost to customer or Government, regardless of other charges for labour or service? This would be contrary to long established business practice throughout the country.

The Royal Pharmaceutical Society (or other body with the authority) should instruct all contractors to dispense no more than one months supply on all NHS prescriptions (perhaps with the exception of contraceptives and appliances). This would recoup the loss of on-cost and achieve a sensible situation for which we have negotiated unsuccessfully for many years. It would also save a considerable amount of money caused by excessive prescribing.

Please may we have some positive action in this matter?

A. Carlisle
Faversham, Kent

My way...

Following the decision by the Department of Health to abandon unilaterally the cost plus basis for remuneration of community pharmacies, I would like to put my claim for payments due in 1989/90:

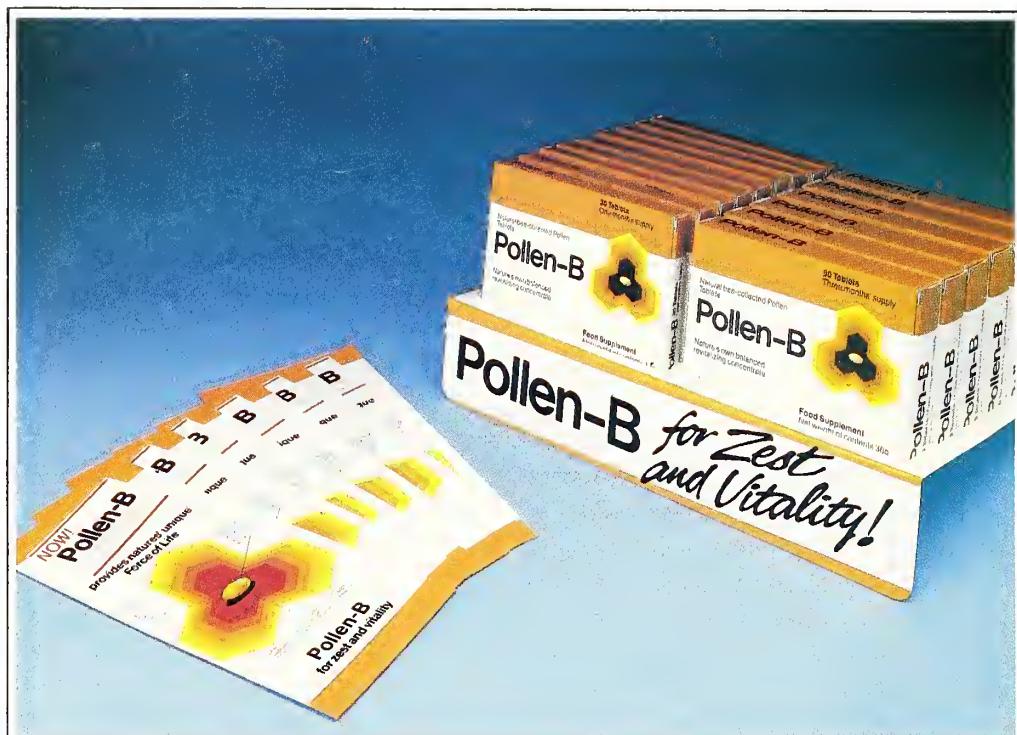
1. Fee per item dispensed £5.00
2. Reimbursement per item at invoice price

In return I will be willing to endorse each prescription with the price charged to myself, but will brook no queries as to price invoiced. In fact, most computer labellers will provide this information for us anyway. Obviously all items will be dispensed in compliance with the Drug Tariff specifications regarding quality, minimum pack size and range allowed.

We will all then be able to pay our locum tenens the £20.00 + per hour, as discussed recently in the C&D, and ourselves equally well! We will also be able to take on our new roles under Nuffield in the knowledge that our finances are secure, and we will save the DoH from having to find extra monies for them! How about it PSNC?

M. Kirk
Liverpool

Advertisement



The number 1 pollen product made by "cold" process

POLLEN, the most historic nutritional supplement known to man, was first used by Olympic athletes in ancient Greece. Its nutrient properties ensure a steady demand. Since Wassen launched

Pollen-B, over 600 million tablets have been sold. Available in 30 and 90 day packs — bring Pollen-B to the forefront and see the difference in your sales figures. Pollen-B is available in 29 countries.



Professional look



Professional Service

Ear piercing is profitable for today's retail chemist

More and more people are turning to their chemist for ear piercing.

The reason is simple – confidence. It's a personal service and most people feel secure in the hands of a professional working in a clinical environment.

Similarly those who know the service feel more confident with the Inverness System which is universally considered the best.

The Inverness System is fast, comfortable and totally without risk, you or anyone in your pharmacy can easily perform the Service in under 5 minutes without any discomfort to the customer whatsoever . . . and it's profitable.

Fully Approved

The Inverness System is Health Authority approved as being 100% sterile before, during and after the piercing. All items that come into contact with the customer are disposable so there is no system preparation necessary – it really is fast and convenient.

Many chemists already find offering the Inverness Service is extremely profitable. It costs very little to start up and with piercing being charged at up to £25 it is proving a worthwhile addition to their business.

From now until the beginning of March we're making it even more

profitable for you by introducing a Start-up discount for pharmacies and a special discount offer for our regular customers. Ring us now or send the coupon and we'll give you all the details.

Please send me full details of the Inverness offer.

To Inverness UK Ltd., 21 Broadway, Maidenhead, Berks SL6 1JK.
Tel: (0628) 776217/8

Name

Company

Address

.....

Tel.

CD 14/1/89

New Customer Existing Customer

The Inverness System is supplied complete, no training is necessary although full instructions are provided. Counselling can be provided if requested. Inverness offer the largest selection of fashionable piercing earrings in the retail price range of £5-£25 together with full 'Point of Sale' support to enable you to maximise the effectiveness of your New Service.

THE WORLD'S LEADING SYSTEM

EAR PIERCING



**START-UP
OFFER**

APPLY BEFORE 1st MARCH



From February through to April, these teddy bears are going to help you sell lots more UniChem own brand baby products.

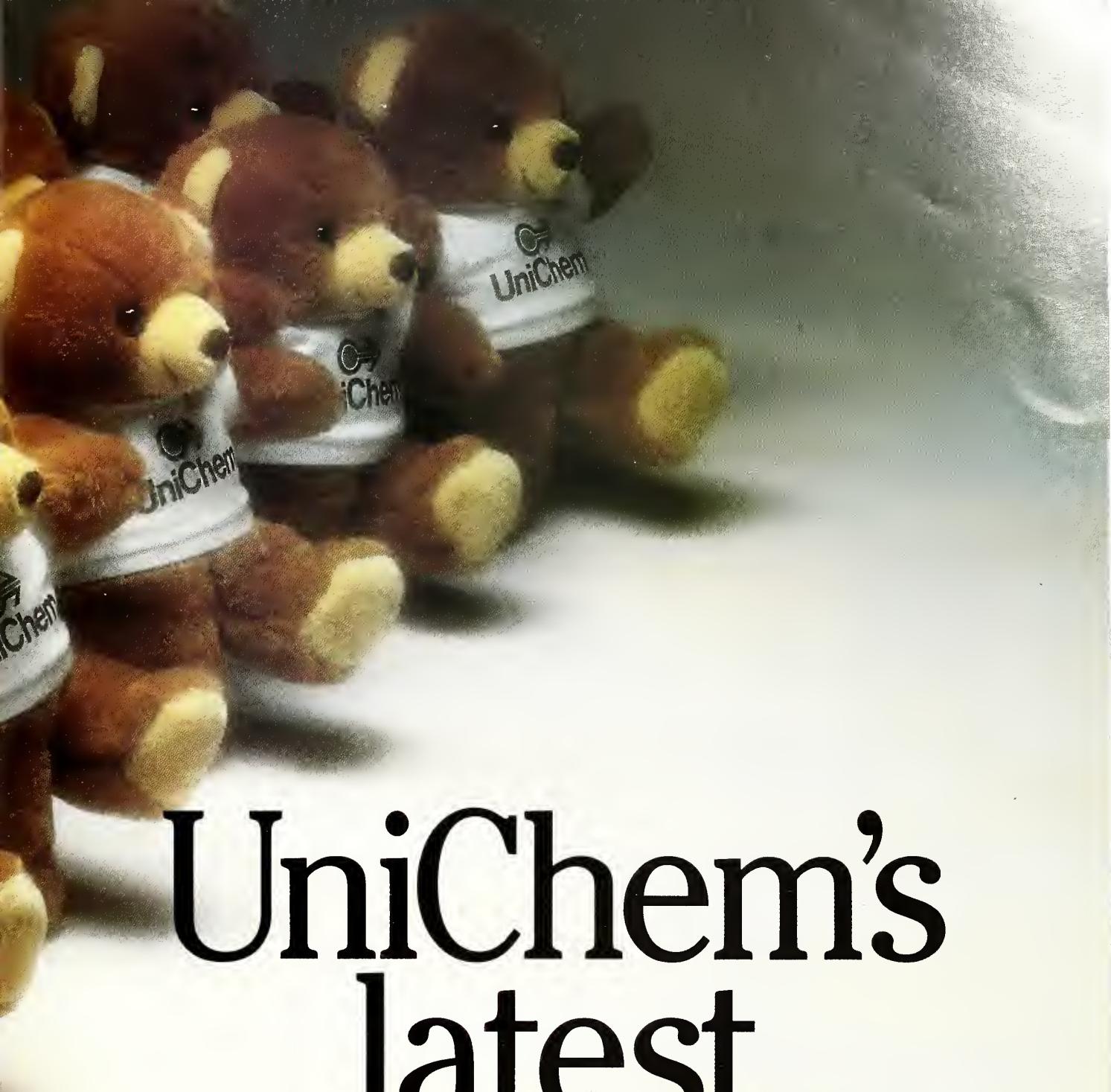
Because we're giving them away.

It's the first of 3 brand new promotions for 1989, which cover all UniChem own brand products.

It works like this.

For every 15 UniChem branded baby product bought, a customer will be eligible for one of these cuddly teddy bears, entirely free.

Which won't take long when you consider the whole list of items a modern mum needs.



UniChem's latest salesmen.

(They won't be with us for long.)

The best part about this promotion is that you hardly have to lift a finger.

Your UniChem representative will be calling with all the details and a full range of point-of-sale material.

We'll also be running a major

consumer advertising campaign.

All you have to do is ensure you're fully stocked.

So get out the order books and make sure you're ready for the teddy.



THEY'LL FLIP THEIR LIDS OVER NEW ALL CLEAR. UNBEATABLE AGAINST DANDRUFF. KINDER TO HAIR.

New All Clear is being relaunched in an exciting new pack design for the 90's.

All three variants now contain a conditioning agent as well as herb extracts and come in a flip-top bottle your customers will be quite literally flipping over.

What's more, in a market that's growing,

more consumers are turning to All Clear, not simply because it's an effective anti-dandruff shampoo, but because it's also kinder to hair.

And there's a new advertising campaign utilising national press, posters and cinema.

You'll flip your lid when you see the great profits from Elida Gibbs.



ELIDA GIBBS: CARING FOR HEALTH AND BEAUTY.

Opportunities in increased home care

The major factors influencing pharmacy over the next decade will be rising costs in the health service and the growing numbers of pensioners, Dr Peter Worling, a director of AAH Pharmaceuticals, told the Stockport Branch of the Society recently.

"These factors should be taken as an opportunity, not a threat," he said. "They will lead to greater numbers being discharged from hospital earlier than would otherwise have been the case, and a need for a new service and the supply of new ranges of products for care in the home."

Much publicity has been given to the problems of treating acute short stay hospital patients, but this clouds the fact that in many European countries vast effort is taken up in supporting people with long term care needs in institutions or the community, said Dr Worling.

The Griffiths report on Community Care (March 1988) called for a radical change in its organisation, with a shift to a more unified local authority administered system. The Government's response is still awaited.

The increasing number of pensioners, who each now receive, via family practitioner services, 16 scripts per annum at a cost of £75, would appear to herald a steady increase in dispensing turnover. But this is a mixed blessing, Dr Worling pointed out. "As the dispensing fee is fixed, income as a percentage of script value is reducing. We cannot rely on increased dispensing to solve our economic problems."

The White Paper "Promoting Better Health" confirmed the important role pharmacy must play in primary care. With a growing number of patients being moved out into the community and

looking for support, the demand is likely to be greater than the present services can handle. There will be growing need for the supply of items which can be used for home nursing, he said. "At present the pharmacy is not recognised as a centre for advice or the supply of services associated with the growing home care market. But there is an opportunity to develop along these lines."

America shares Europe's problems with runaway healthcare costs, said Dr Worling. Because the bill is paid by insurance companies, there is considerable pressure to control costs. Health maintenance organisations, where a third party manages the total health care programme for, say, a company is one approach.

This had led to national companies taking an interest in the market, which now caters for all the items needed for home nursing, as well as providing specialist services such as domiciliary oxygen and nebuliser programmes, along with intravenous feeding and other IV programmes. He quoted the example of Medicine Shoppe, the largest pharmacy franchise in the world with nearly 700 outlets. It provides a series of health programmes run in conjunction with health associations: these include screening for rectal cancer, glaucoma, cholesterol, and diabetes, and an infusion therapy service.

Such pharmacies generate business by taking trade from specialist home health care companies which tend to have high costs; they secure hospital discharge referral business and provide additional nursing equipment which patients seem willing to purchase outside insurance re-imbursement schemes; and they have developing diagnostic services.

AAH see this area as one of significant potential growth for pharmacy in the UK, said Dr Worling. "It fits in well with our concept of the pharmacy acting as the health care centre for the community," he said.

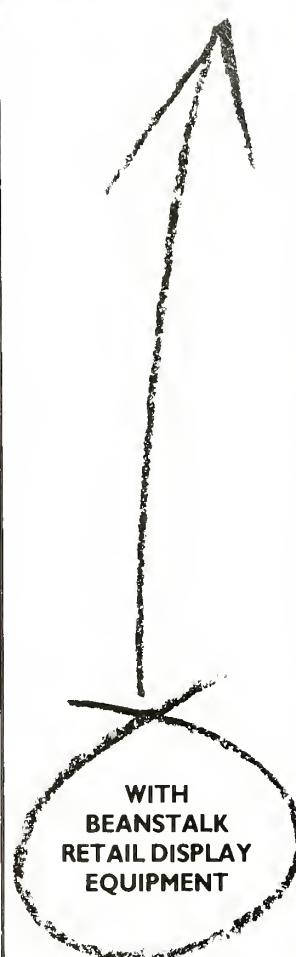
The community pharmacist needs to establish an expertise in this area if he is going to benefit from the growing market, and needs to do so before alternative supply routes are established, he said.

Experiments in a pharmacy in Burnley with a home care section were beginning to fruit, particularly since the service was publicised in a leaflet included in prescriptions, and some less conventional surgical items were included in stock, such as bath safety rails and bed rests.

In the Birmingham area the company is employing a community support nurse to liaise between local pharmacies and support groups. The experiment has been going for three months, and a great deal has been learnt, said Dr Worling. "Whether we end up with 10 community support nurses and extend the idea on a national basis depends on how our experience of this service over the next few months develops."

Dr Worling said there were six major areas in which pharmacies must be interested if they were to develop as a centre for community care. These are incontinence, ostomy, hosiery, diabetic items, surgical supports and appliances and equipment for the elderly. This last market alone is reckoned to be worth £60m via hospitals and £20m through retail.

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Retail Display Systems

CD/14/1



Jane Walker, proprietor of the Vantage franchise pharmacy, East Preston, near Littlehampton, receives her prize of a set of crystal glasses from Colourcare representative Jean Richards (right) as winner of a point of sale display draw

New layout key to business boost

In this new series, *C&D* examines what makes a particular business tick through the eyes of pharmacy marketing consultant John Kerry. Recommendations are made for an even better performance. If you would like your business put under the microscope and anonymously reviewed in *C&D* then please contact the Editor.

We start this series with a traditional town centre chemist shop, owned and managed by a pharmacist and his wife. Established over 180 years ago in a secondary trading site, just off the market square, this pharmacy has endeavoured to parry all challenges by adapting and growing to meet the changing market conditions.

The pharmacy is one of three town centre chemists in a small town which serves a largely rural farming community. Ten NHS GPs in two practices operate from a custom built health centre and dispense a large proportion of their own prescriptions. None of the three pharmacies has a location advantage.

The accountancy year studied ended in January 1988, showing a gross turnover of £411,000, and a net pre-tax profit of £40,100 — at 9.76 per cent this is a little below average for a business of this size. Counter sales as a share of business over the year were a healthy 52.5 per cent of total turnover. Prescription items average just under 3,000 per month, showing a slight fall in numbers, over 1983 (-3.5 per cent). Prescription value at £5.51 is about the national average for a business of this size. Counter cash sales have grown 76 per cent in the same five year period.

Space invasion

While prescriptions have remained static, the retail business has grown in more ways than one. From a 369 sq ft retail space in 1963, various expansion schemes have more than quadrupled the selling area to near 1,500 sq ft. This has been achieved by first taking over the old 350 sq ft dispensary and adjacent corridor, then later, moving into the building next door, previously used as a store and office. When the business was purchased 25 years ago, the pharmacist and his family lived on the upper floors. Since moving to a house this accommodation has been converted into an office and store.

The proprietor has utilised as much space as he can, believing that the more selling space you have, the more you sell. Because of intense competition from two nearby multiple chemists, a supermarket and a large drugstore, many traditional counter lines, toiletries, baby care and hair care, have been given little fitment space. Trade in counter medicines is as it should be, while the shop has majored on better quality skin care and fragrances, such as Arden, Almay, Cacharel, Revlon, Rubinstein and Yardley.

The resemblance to a traditional high street chemist shop ends here. All newly acquired space is turned over to fast turnover, high profit margin products such as greetings cards, gift wrap, stationery and artists materials. These now take up 50 per cent of floor space. The mark up on these lines is a minimum of 50 per cent and often more than 100 per cent. Despite a nearby multiple stationers and variety stores, trade is brisk and much of the success stems from the wide

choice of lines.

A rapidly declining home brew department was closed 18 months ago and the space profitably transferred to artists' material when a nearby business selling it shut down.

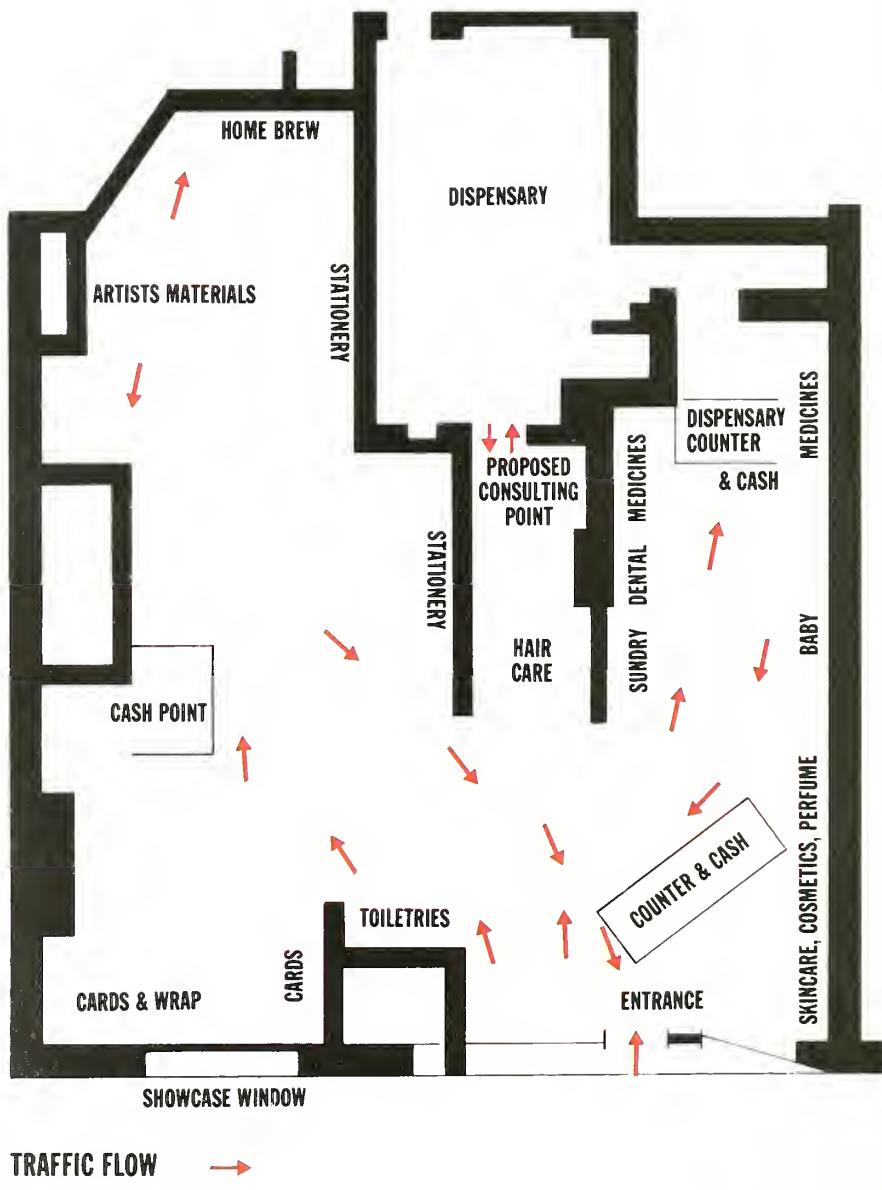
As yet neither a special waiting area, nor a consultation area have been provided, but the latter is planned for the future.

The proprietor pharmacist works a four and a half day week with locums employed for the other one and a half days. One dispenser is backed up by a second at busy times. In addition to brought in scripts, the shop

provides a service to local residential establishments and earns approximately £500 gross a month from oxygen delivery.

Excluding the owner, all 15 staff are part timers, with between seven and eight on duty at any one time. This appears to be a high complement for the turnover, but allows for individual customer service. Also, the unusual shape of the shop requires plenty of alert eyes to ward off shoplifters, as well as a closed circuit TV security system. Staffing could be reconsidered after the suggested refit.

On the face of it, this is a more than



The existing floorplan showing traffic flow. Note the "either/or" option when entering the shop and the dominance of non-pharmacy lines such as cards, stationery and artists materials

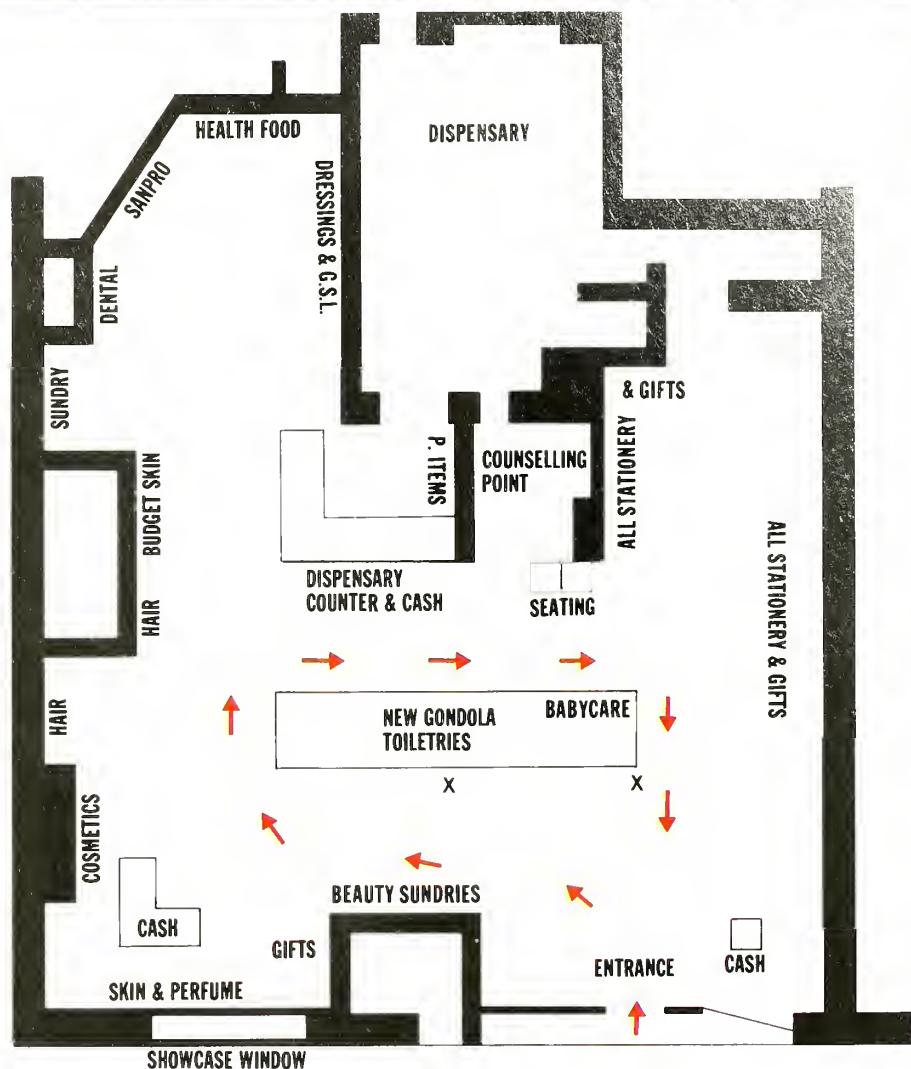
Pharmacy type	Independent Limited Company
Size & Situation	1500 sq ft secondary site, market town centre
Type of Premises	180 years old — double fronted
Competition	Two major multiple chemists; one multiple drug; large supermarket; multiple stationers.
Net sales to Jan 88	£411,000 — No departmental breakdown (N.H.S. £195,225)
Products	Traditional chemist lines, majoring on skin care agencies. Half of shop merchandises stationery and artists materials
Gross/Net profit (overall)	26.3 per cent/9.8 per cent
Gross profit counter	29.3 per cent
Sales/sq ft (including scripts) £6.1 per week	
Sales/sq ft (excluding scripts)	£3 per week
Stock turn	(a) 4.6 times — including dispensary (b) 2.6 times — counter products only
Purchases	£300,000 (Feb '87 Jan '88)
Net expenses	£34,300
Mortgage	Nil (rent £7,500, rates £4,900)
Heat and light	£2,250
Insurance	£863
Maintenance	£4,600
Total salaries	£29,600 (Directors + £11,250)
Loans (interest)	Now paid off
Investments	None in year
Accountancy	£1,150.

satisfactory business, growing year on year much faster than inflation, and providing a good remuneration for the two directors, the pharmacist and his wife. However, certain aspects give cause for concern.

A closer look at the figures shows a low sales per square foot ratio. At a little over £6 per foot there is plenty of room for improvement. And when NHS turnover is excluded, the figure drops to only £3 per sq ft. Unfortunately there is no way of accurately diagnosing which of the shop sections are not pulling their weight, since cash sales are not analysed at any of the three till points.

With a poor average stock turn on shop merchandise (estimated at 2.6 times a year) more than one section may be failing to earn its keep. But which one? Stationery stock at the end of the financial year in question totalled £26,105, providing an anticipated annual turnover of £118,775. The estimated profit in this section is nearly £56,000 again giving a low sales ratio of £3 per square foot per week, but since sales in this half of the shop generate a gross margin twice that of the chemist shop, this area is of less immediate concern.

Other stock included £21,600 of skincare, perfumery, toiletries and photographic, together with £5,500 of sundries and £7,500 of counter medicines. All of these figures are at least twice as high as they should be to support the takings.



TRAFFIC FLOW

A suggested new shop layout promoting better traffic flow. A central dispensary reception provides better customer focus and aids "shopping" of the entire pharmacy area

The dispensary stock figure of £10,000 is excellent, reflecting tight control and good service from the two main wholesalers used.

With a good central location, ample floor space and plenty of staff providing a personal service, this shop has established a profitable

business, which many would envy.

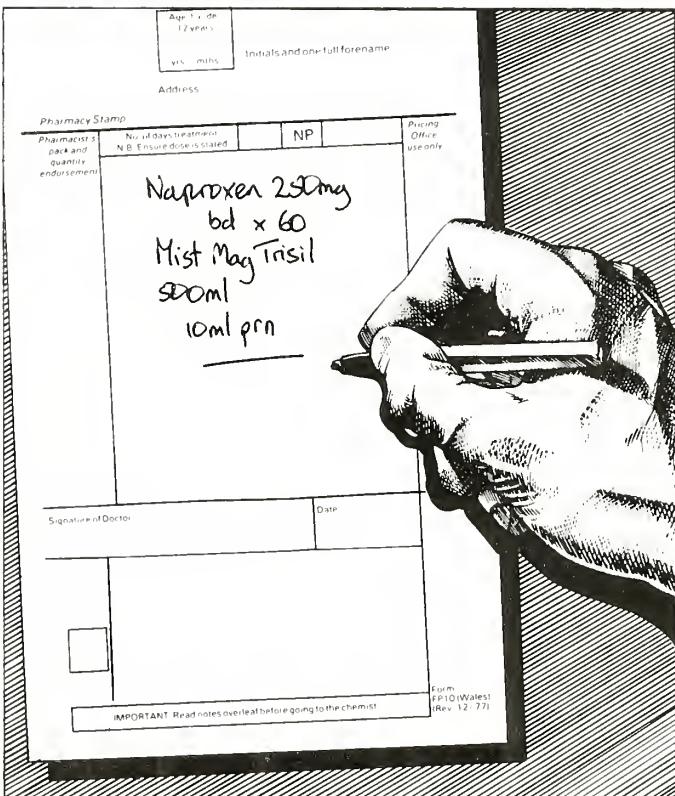
The owner is content to let the business grow faster than the inflation rate, without introducing any more major changes. However, there is scope to improve certain aspects of the business's activity.

Recommendations

- Present tills be adapted to, or exchanged for, multiple department button models, in order that sales and profitability of each department can be monitored.
- Stock levels to be cut to £40,000 on the retail side (currently £62,000). Certain unprofitable skin care/cosmetics ranges may need to be discontinued, while others can be pruned by up to 50 per cent.
- To improve sales per sq ft, more saleable items can be introduced to replace those not earning their keep. Since the business is gift orientated (cards, wrap, perfume, etc) quality, high profit lines such as fashion accessories, crystal, ceramics and even leather could be considered.
- Security and traffic flow problems are poor due to the difficult shape of the shop. If the present structure permits, the dividing wall could be removed and lost shelf space replaced with a modern gondola fitment.
- The addition of department signs and shelf edge price ticketing would facilitate sales.
- Computerised stock control would provide useful management information for this business, particularly for departments such as stationery, skin care and gifts, where wholesalers systems cannot be used.
- As the dispensary is located centre-rear, of the pharmacy, it is worth considering switching the merchandise in each half of the shop around, to encourage customers to walk through more of the shop and so improve impulse purchase.
- The addition of a patient counselling area is planned. There is sufficient space to add a special waiting area to this.

Q&A

This elderly lady has begun treatment with naproxen after getting indigestion with ketoprofen. She has difficulty in getting her prescription out of her purse because her hands are badly affected by arthritis. When you ask, she says her hands have been playing up but she doesn't like to bother anybody. You notice a bottle of tablets in her handbag



QUESTIONS ANSWERS

- 1 Could a drug interaction account for her worsening symptoms?
- 2 What other problem might contribute?
- 3 How would you resolve this?
- 4 What other comments would you make?

1 The interaction between naproxen and antacids is not believed to be important clinically. The absorption of naproxen may actually increase at higher pH and although some antacids, particularly magnesium oxide,

may form insoluble complexes, this is probably insignificant during chronic treatment.

2 In fact, the interaction is a red herring. The disease may have progressed because naproxen was ineffective, although this is unlikely. But the real problem is probably caused by the immobility of this lady's hands. You dispensed her last prescription in a conventional bottle with a twist cap but her arthritic hands are so painful that she cannot easily open it — you've seen the full bottle in her bag. Because of this, she was often unable to take the tablets, her disease flared up and her hands got even worse. No-one has spotted the problem because, as she says, she doesn't like bothering people.

3 There is a range of user-friendly containers designed for easy opening. However, they tend to be brand-specific and your supplier of generic naproxen doesn't provide one. In one comparative test, the container for Surgam (tiaprofenic acid) was found to be best. The new Mobiflex (tenoxicam) container has also been designed for easy access. The merits of various containers are legitimate considerations when discussing with the GP the selection of a drug in this case.

4 Magnesium trisilicate mixture may have been prescribed to treat the adverse gastrointestinal effects of ketoprofen or naproxen and could mask ulcer pain. In addition, this lady is unlikely to be able to cope with a half-litre bottle any better than with her tablet bottle. The need for antacids should be reviewed with the GP, considering the use of misoprostol or H₂ antagonists as prophylaxis of peptic ulcer if necessary.

Domperidone?

Evoxin

Sterling

Evoxin is a registered trade mark.

Sterling Research Laboratories,
Onslow Street, Guildford, Surrey GU1 4YS.





FIRST THE HARD SEL

The m
fo



One way to pay?

Many businesses are not yet fully aware that the old Truck Acts no longer apply and it is now allowable, when taking on an employee, to insist that wages or salary are paid straight into a bank or by cheque. This can be extremely helpful in obviating the need to handle large sums of cash when pay days arrive.

However, it should be stressed that employees taken on before January 1987 when the Wages Act of 1986 came into force and who had contracts which specified payment of wages in cash cannot be forced into some other arrangement.

It is up to employers to agree with employees to pay wages in another way. If the employer insists on changing the system unilaterally, then the employee might leave and claim that he has been constructively dismissed unfairly.

However, an employer might put up the defence that the new system was in the interests of business efficiency. There have been no test cases to date and it would appear that new arrangements are being enforced without difficulty.

Re-lease can be refused

Those who hold their business premises on a lease, will know that when their lease comes to an end, they are entitled by law to a renewal by means of a new tenancy — unless the landlord has grounds, strictly set out by law, for refusing it, which are as follows.

1 Where the business tenant has not complied with terms of his current lease and has been a bad rent payer. The law will not recognise minor breaches of a lease but if any important conditions have been breached — especially over a long period — then this will be sufficient ground for refusal of a new tenancy.

2 Where the landlord offers suitable alternative accommodation.

3 Where the business holds a subtenancy of part of premises which prevents the landlord letting or selling all of the premises, resulting in a substantial loss.

4 Where the landlord requires possession to demolish or reconstruct the premises unless this can be done without the tenant having to go or where part of the premises can be used by the

POINTS OF LAW



Unfit for work..? "The speech of the employee has been a little slurred and the employee is seen to stagger or walk unsteadily."

business during reconstruction. 5 Where the landlord can show he intends to occupy the premises himself for business purposes or as a resident. (This reason cannot be used by the landlord if he has bought the premises over the head of the tenant within the five years previous to the end of the current tenancy).

If the landlord gets possession after going to court under (3), (4) or (5) above then the tenant will be entitled to compensation from the landlord.

Drunk and disorderly

A number of cases have risen where an employee has returned to work after lunch, apparently the worse for drink. The speech of the employee has been a trifle slurred and in extreme cases, the employee is seen to stagger or walk unsteadily from time to time.

Can such an employee be sacked on the spot without

possibility of a claim for unfair dismissal?

Normally, where an employee has made himself unfit for work in this manner, it would be a case for fair dismissal.

However, the law also requires that employers act reasonably in all circumstances and one of the elements of doing this is to give an employee an opportunity of explaining fully. It is possible (however remote) that the cause of the slurred speech and unsteady gait is not drink but the side effects of prescribed drugs, for example.

For an employee to explain himself while "under the influence" is obviously difficult and the correct think to do is to send him home immediately and stress that he must report first thing in the morning.

If the explanation is not satisfactory, then the employer can decide what to do having acted reasonably. If the employee has been with the company for a long time misconduct had occurred, then it would be fair to give a strong warning that if a similar situation occurred, dismissal would automatically follow.

Late returns cost more

When documents arrive from the Inland Revenue, it is very tempting for those in business, to delay returning them since it is more than likely to lead to a demand for money. This kind of situation arises even where an accountant looks at a firm's books.

However, the Inland Revenue is now tightening up and is going to use powers to demand interest more frequently than in the past. Where an assessment has been made late or is inadequate due to a delay in making a tax return, it has been the practice of Inland Revenue to charge interest only on tax outstanding as a result of a substantial delay". It has said that if the relevant tax return has not been made within 30 days of an appropriate request or if later by October 31 following the end of the tax year when the income or chargeable gain was made, this will be considered "substantial" in terms of delay. Interest will be charged from the date when the tax would have been due to be paid.

However, this will not apply where there is a reasonable excuse for the delay provided the Inland Revenue is told in good time that there is likely to be a delay.

The practice referred to above is mainly concerned with a one-off charge to tax (e.g. a capital gain or a new source of income). For continuous income, an inspector will make an estimated assessment at the usual time if he has not received a return and interest will then be charged only if payment is late.

Tax on car telephones explained

Where a company car is provided for a director or an employee earning over £8,500 with a car telephone which cannot be removed, no tax charge for the phone will arise.

If, on the other hand, a telephone is provided for use in such an individual's private car or in a car belonging to a member of his family then a taxable benefit will arise if the phone is used for private calls and the full cost is not re-imbursed to the employer. This means not only the cost of the calls but a proportion of the annual value of the use of telephone and overhead costs.



Selsun is well established as one of the most effective dandruff treatment shampoos with few pretences towards cosmetic properties.

Indeed, this strong stance backed by regular advertising in the popular press has been particularly effective in building brand awareness and loyalty in what was traditionally a male dominated market. However, the introduction of a new herbal fragrance in 1987 led to a more even male/female consumer profile.

...NOW THE SOFT SEL

As a result of this, Selsun's sales have grown steadily in line with its rapidly increasing popularity.

New Selsun Soft Conditioner is the natural, long awaited extension to the Selsun brand and is specially formulated to work with Selsun Shampoo. Together they'll ensure hair is soft, manageable and free from dandruff.

It fills an important gap for those users who felt the need to supplement their use of Selsun Shampoo but were reluctant to use a non-specialist conditioner that might not be complementary.

With increased female usage of Selsun Shampoo and continued growth of the hair care sector, this new product will meet a real demand.

And because the conditioner can be displayed amongst regular hair care products, it not only capitalises on the Selsun name but also helps promote the shampoo.

With a new consumer advertising campaign in the popular press about to begin, it's an opportunity not to be missed.

So as you can see, even with Selsun's softer option, there will be no letting up on the hard sell.





New contract or old con trick?

Where do contractors stand now the Government has announced its intention to abandon the cost plus contract? Former PSNC chief executive Alan Smith assesses the situation in the light of agreements made with the Department of Health when the new contract was introduced two years ago, and foresees a trail of broken promises ...

The introduction of the new contract less than two years ago was rightly heralded as a major advance for pharmacy towards the ultimate goal of rational distribution of pharmaceutical services. But as with all such changes there was a price. The price that pharmacy as a profession paid for the new contract was the loss of the Basic Practice Allowance and a move away from the cost plus principle for all pharmacies dispensing less than 16,000 prescriptions per annum. For the smaller contractor, in particular, there was also a reduction in NHS remuneration.

The recent announcement that the cost plus basis of the NHS contract is to be abandoned should be of major concern to all pharmacists. Future remuneration will be based on consultation and not negotiation. And if a look is taken at past history as far as hospital pharmacists are concerned, the future would not appear to be very bright. Now might be an appropriate time to reconsider the promises made by the Department at the time of the new contract negotiations.

It was agreed that there was a need for a distribution of pharmacies which was appropriate to patients without being extravagant of NHS resources, and a need to preserve a support system for small pharmacies which provided an essential service. These objectives were to be achieved by a combination of incentives and disincentives and a remuneration system which was simple to understand and provided incentives to economy and efficiency. The various items which together made up the new contract had to be taken as a package "warts and all".

The major factors in the new contract were:

1. New regulations to control the right of entry to FPC pharmaceutical lists
2. The contract would remain essentially cost plus
3. The cost collection system would no longer collect labour and overhead costs for pharmacists dispensing 16,000 items or fewer per year. The actual cost of these pharmacies would be imputed at the same rate as Group II contractors
4. The change in cost collection procedures would yield savings which would be split

equally between the Government and the profession

5. The profession's share of these savings would become available to help finance any extension of the pharmacist's role which might be agreed between Government and the profession
6. There would be annual negotiations between the Government and the PSNC with a settlement date of April 1 each year
7. There would be regular and more frequent sampling inquiries into the costs incurred by pharmacists in providing statutory NHS services
8. There would be annual inquiries into labour, overhead and drug costs
9. Participation in sampling inquiries would be required under a contractor's Terms and Conditions of Service
10. The existing Pharmacists' Remuneration and Reimbursement Committee have a more clearly defined role with subordinate to it a study group responsible for the supervision of the inquiry unit
11. The study group would have an independent chairman appointed by the Secretary of State to assist the parties to achieve resolution of any difficulties
12. On-cost would be reduced to 5 per cent plus a variable dispensing fee per item dispensed
13. The Essential Small Pharmacies Scheme would continue at an enhanced level of payment. The Government would continue to make its present contribution and additional costs would be borne by the balance sheet (ie by other contractors)
14. For a period of two years payment would be available to any small contractor who wished to give up the NHS contract. Government and the profession would fund these payments in equal parts
15. The inclusion in the Terms of Service of a definition of professional standards to accompany control of entry

Although not part of the new contract agreement, there are other issues which were intended to be discussed and incorporated in Stage II of the new contract. These included:

1. Profit — whereby both sides agreed to examine on a "without prejudice" basis the possibility of calculating profit either on total turnover or on added value (broadly, turnover less drug cost)
2. The consideration of a wider role so that pharmacy's contribution through the NHS to health care might be expanded. The proposal to re-cycle a proportion of savings under the new contract in ways agreed between the parties would provide a source of funds for such developments
3. Individualisation. The PSNC proposed that a range of contractor's costs, principally related to premises, should be reimbursed on an individual rather than an average basis. The Department's viewpoint was that these proposals were premature because there was no consensus on, or agreed definition of, the standards required, and therefore no yardstick to apply. The intention was that consensus or agreed definition of the standards would be finalised during Stage II of the new contract
4. It was also agreed to investigate the continued appropriateness in modern practice of the supervision requirements and the model hours of service scheme
5. With regard to labour costs the Department recognised that there would be a definite need to review "R" activity in future inquiries in the light of any agreement reached following the publication of the Green Paper and Nuffield Inquiry Report. The "R" factor is activities deemed to be retail and, therefore, not included as a NHS cost. The Department agreed to early negotiations following receipt of the Nuffield Report when concrete and acceptable proposals for extension of the pharmacist's NHS role were in place
6. Oxygen Service: it was agreed that consideration should be given to producing a separate oxygen balance sheet

The Department stated that there should be devices built into the negotiation structure to help both sides reach agreement when it proved difficult. For example, the independent chairman of the study group and the Pharmacist's Review Panel

7. The Pharmacist's Review Panel: it was agreed that
- a. The Panel would be available to advise on disagreements arising from the negotiations on the pricing of the contract *viz:*

Accuracy in ascertaining the costs agreed to contribution of and the to "the amounts due" column in the prevailing contract.

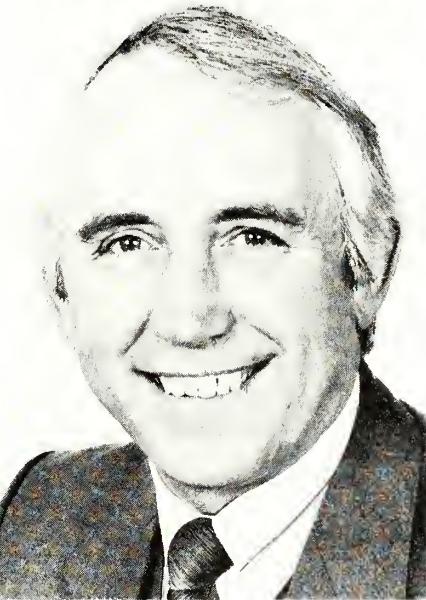
Accuracy with which the agreed elements of remuneration are distributed in the prevailing contract to fulfill their intended purpose.

b. There would continue to be provision for unilateral reference.

Finally, the preamble to the remuneration structure stated that it was recognised that the structure was not neutral; it was not simply a means of converting "amounts due" into "amounts paid", but reflected the objectives of the negotiators. It could, therefore, be a powerful force for change or, alternatively, a serious handicap to desirable development. The Government stated that the present remuneration system contained elements which could now be seen to have served their primary purpose, ie BPA given control of entry.

It was agreed that the control of entry provisions should endeavour to rectify the uncertainty for existing contractors inherent in the existing rules, which could militate against the full development of professional NHS services.

The notice of pharmacy contractors published in the January 1989 Drug Tariff amendments states that: "*The Secretary of State gives notice that he intends from April 1 to determine fees and other elements of the remuneration of pharmacy contractors at such levels as seem to him to be reasonable and necessary to ensure the proper provision of pharmaceutical services rather than, as at present, on the basis of assessing costs and adding a percentage for profit. These new arrangements and future levels of fees, etc will be subject to consultation with the Pharmaceutical Services Negotiating Committee as in the past. The arrangements for reimbursing contractors for the costs of drugs, medicines and listed appliances dispensed by them remains unchanged.*"



Committee as in the past. The arrangements for reimbursing contractors for the costs of drugs, medicines and listed appliances dispensed by them remains unchanged."

The abandonment of cost plus as the basis of remuneration means that, in my opinion, ten of the 15 points of the new contract agreement and most items scheduled for Stage II cannot be progressed. Another cause for concern is that because past underpayments were paid as a lump sum rather than an increase in payments per prescription, the base level for future fees may be adversely affected.

This announcement prompts three major assessments for community pharmacists.

Firstly, it is for each contractor to assess the degree to which the Government has adhered to both the promises of the new contract and the degree to which they have entered into worthwhile discussions on Stage II.

Secondly, contractors need to assess whether the announcement that future levels of fees will be subject to consultation with the PSNC — not negotiation — is a satisfactory method of determining future remuneration. They should bear in mind the unsatisfactory results of negotiations prior to the cost plus contract being introduced in 1967, and the current unsatisfactory results of consultations over the level of remuneration for hospital pharmacists.

Thirdly, they should consider the lack of equity in a proposed system which adheres to a reimbursement of costs as far as drug purchases are concerned (thus ensuring that any reduction in costs is passed on to the Department) while at the same time, abandoning inquiries into labour and overhead costs so that contractors have no guarantee that increased costs will also be reimbursed.

The imposition of a four week stockholding period for the current financial year was agreed subject to this arbitrary figure being proved or disproved by means of an inquiry. It would appear that this inquiry has now taken place. What is not clear is how or if these results are going to be applied. But the overall effect is that by this and other means of deferring amounts due, the base level for future payments has been reduced and is already one year out of date, and so diminishes both in cash and percentage terms the fee increases proposed by the Department. This ensures that the consultations regarding future remuneration commence from an unfavourable position.

WHY WE'RE ABOUT TO MAKE WAVES IN THE TRANQUILLISER MARKET

BUSINESS NEWS

Evans to go public

Evans Healthcare Ltd are going public this year with a full Stock Market listing.

Managing director David Moffatt says the placing will definitely take place and all that remains undecided is the timing of the move.

He declined to say how much the company hopes to raise with the issue but said its first priority will be to reduce company debt and restructure the balance sheet.

Mr Moffatt led the team that bought Evans from Glaxo in a £27m management buyout in October 1986. Evans' turnover is £38.6m and they have a trading profit of £4.6m, according to their last set of results (See Business News November 5, p816).

□ Evans confirmed this week the completion of their expanded biological factory in Speke (at a cost of £5m) for human flu and animal vaccines. They expect a surge in orders following FDA approval for their Fluvirin vaccine.

Christy sold?

Up-for-sale skincare specialists Thomas Christy Ltd, who folded in December after a cash flow crisis, are understood by C&D to have a buyer.

Full details are expected by next week.

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Death of a landlords' market?

Pharmacists are being urged to "stick up for themselves" over the coming months if handed big rent increases from landlords.

The advice comes from financial and property experts in the city, and on the back of news that Boots' newly-acquired Underwoods chain has been handed a four-fold increase for their Oxford Street store.

Alan Gaynor, chief executive at Underwoods, told C&D this week that the rent demand for the site — which has been rejected by the company — would raise it from the current £125,000 a year to £490,000.

Analysts at Swiss Bank Corporation Stockbroking (formerly Savory Milln) say that although huge rent demands were common last year, the recent failure of companies like Underwoods spells the end of the "landlords' markets."

Stores analyst at SBCS, Mark Chewter, says: "There were significant rises last year, partly because some landlords had lagged behind the times and had to catch up. But it was really down to the fact that people like Underwoods and Next, fast expanding specialist retailers, were prepared to bid up the market rate. It is very much now a bargaining process, based on the

ability to pay." Mr Chewter says the gloomy economic outlook means that chemists have got to say "I cannot afford to pay" and negotiate.

Alwyn Stubbs, executive secretary of the National Chamber of Trade said retailers in general have had to suffer higher increases than in other sectors and the time has now come to "stand your ground and put alternatives to landlords."

Property advisers Debenham Tewson & Chinnocks, who will next month produce their annual report on the shop rental market, expect their forecast to include a slowdown in growth. Mark Williams, a retail specialist, said that although there were wide regional variations, the growth last year in (for example) market towns could not be sustained.

He said the takeovers that occurred during 1988 have "taken the heat out of the market."

S&N sales

Avon Medical, part of the pharmaceuticals division of Smith & Nephew plc is being sold.

Smith Industries are to pay £3.55m for the division which produces products for dialysis and intravenous treatment.

Macarthy rumours...

Pharmaceutical analysts this week are playing down the possibility of a bid for Macarthy.

On the eve of the announcement of the company's full year preliminary results, several stock broking houses told C&D there is no likely buyer. Most forecast pre-tax profits in the £6.5-7m range (full report next week).

Sunday effect 'modest' ...

Latest evidence in the Sunday trading debate uses the Scottish example to claim that the character of the seventh day would not be changed by retailers opening their doors.

Terry Burke, a business lecturer at Central London Polytechnic, says research he has carried out for a report on the subject demonstrates that changes in the law would only have modest effects.

In Scotland, where Sunday trading is legal, he says most multiples open and most independents stay closed, but nobody makes "spectacular fortunes". Truly viable businesses have not, he says, been ruined by Sunday trading.

The report, "Sunday Trading in Scotland", concludes that shops that open on Sundays find on average that the extra day accounts for 14 per cent of weekly turnover and that turnover goes up, mostly from a smoothing at the Saturday peak. The only time when all stores open on the extra day is at Christmas, the report says.

...but special in Wales

L. Rowland & Co have appealed successfully against the reintroduction of Sunday opening for the only pharmacy in Rhayader, Mid Wales, but lost in relation to services on Bank Holidays.

Mr Philips of the Powys Family Practitioner Committee said, "We had become increasingly concerned by the lack of pharmaceutical service in the area, which had been further affected by the appointment of a pharmacist manager who did not live locally. Despite losing the Sunday issue we feel that the Bank Holiday rota, together with informal arrangements which have been agreed, will adequately cover the services."



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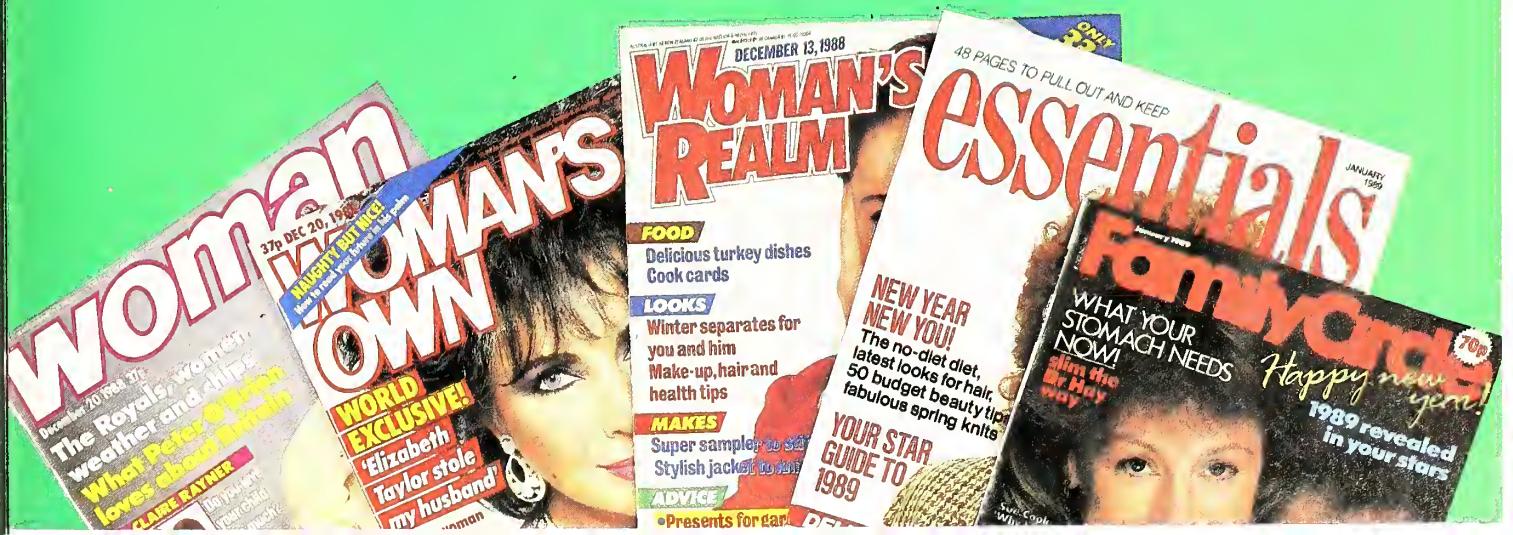
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New laws for EPoS urged by Corfield

A chief trading standards officer is calling for changes in the law to protect customers from pricing mistakes in stores using the EPoS system.

John Corfield, chief trading standards officer in Southend-on-Sea, says consumers' confidence has been shaken by newspaper allegations of overcharging. The cases concern shelf-edge pricing which does not match what is charged by the computer at the checkout.

Mr Corfield wants it to be illegal for shops using EPoS to make price changes during trading hours. The only exception would be if there had been a genuine pricing mistake.

Writing in *Consumer Voice*, the National Consumer Council's magazine, he says that across the country trading standards officers are watching the development of EPoS and that careless stores may find themselves facing fines of up to £2,000 under the Trade Descriptions Act.

COMING EVENTS

The next World Cup Skiing Championships for pharmacists will take place in Val d'Isere, France, from March 19-24.

The pharmacists' races — cross country and slalom — are on March 22-24 and during the first half of the week there will be races for doctors. Social events and medical meetings are planned for the evenings.

A package deal in the resort costs from about £250 for bed and breakfast and includes a seven day lift pass, cocktail parties, dinner in a mountain restaurant followed by torchlight descent, cabaret evening and free entry to the swimming pool.

Details from Madame Dominique Lecaillon, 15 Rue Armonville, 51100, Reims, France.

Monday, January 16

Mid Glamorgan Branch, RPSGB. The Globe Hotel, Pontypridd at 7.30pm. "Pharmacy Law Ancient & Modern" — speaker, Mr Ivor Harrison of the Welsh School of Pharmacy.

South East Metropolitan Branch, RPSGB. Joint meeting with the Bromley Branch on eyes, at the Postgraduate Medical Centre, Queen Mary's Hospital, Sidcup, at 8pm.

Tuesday, January 17

Northumbrian Branch, RPSGB. Postgraduate Teaching Centre, Newcastle General Hospital, 7.15pm. Buffet followed by: "Drugs in pregnancy" — by Dr J.M. Smith, regional drug information pharmacist.

Unichem allot shares

Unichem say that almost 90 per cent of their members qualified for additional shares allocated this week under their share scheme.

Some 3,900 members are being offered an average of nearly 400 shares which at the launch of the scheme were said to have a potential value of "not less than £12 each" upon the intended flotation in 1990. Qualifying members need to take up the offer by the end of February.

Peter Dodd, Unichem's chief executive, says "I am delighted

with the members' response to the scheme and am certain that the great majority of members will take up the shares offered."

Unichem plan to offer a further 1.5m shares in respect of 1989 and up to 1.0m in the first half of 1990, all in relation to members' purchases and prior to the intended public flotation.

The scheme itself is still under review by the Monopolies Commission which has set a January 20 deadline for letters expressing opinions on it.

Fabergé ponder sale

Elizabeth Arden cosmetics and Brut may both soon have a new owner.

Existing owners Fabergé confirmed this week that they are in talks with Unilever concerning a possible \$2bn sale of the company's consumer products group.

Talks are expected to take several weeks, according to a report in the *Financial Times*, and were begun because Unilever are

said to be keen to boost their position in the growing skin lotions and creams market.

IN THE CITY

Although 1988 started with hope when the broadly based FTSE 100 jumped 35 points on the first day, it was not an omen of things to come. Appalling trade figures and rising interest rates held the All Share below 1,000 throughout the year, and led to substantial volatility. Pharmaceutical stocks ended the year where they began, but analysts, adopting New Year cheer, predict 1989 will be a year of significant developments and strong share price support.

The health and household team at County NatWest point to the defensive qualities of the sector, which is cash rich and is forecast to see growth in earnings per share of 19 per cent, against 7 per cent for the market.

In particular they highlight the attractions of Fisons and Wellcome. Fisons shares have underperformed by 34 per cent since August 1986 as the company failed to meet expectations in some areas. Pharmaceuticals overall have, however, gone from strength to strength, and Pennwalt now add a new impetus. County reckon fears of generic competition have been overdone and rate the share a buy.

Wellcome are suffering from concern over the future of Retrovir, and any predictions are arbitrary. Those willing to take a risk should wait for a drop in the price to use as a buying opportunity.

The two rumoured bid stocks of 1988 — Amersham and Reckitt & Colman, not surprisingly outperformed the market by 17 and 9 per cent respectively. Amersham will almost certainly continue to be a special situation stock, with any news not related to a bid proving almost irrelevant to the share price.

Reckitt & Colman's strong brands may continue to excite some speculative demand, although approval for their gastritis treatment is imminent and should lead to an appreciation of the company in terms of its business.

Meanwhile Susan Haylock of City brokers BZW reckons the fall in Glaxo's share price after their AGM statement was due to the market's misinterpretation of their remarks. They said sales have increased by 16 per cent in the first five months of their current financial year, an apparent slowdown on the previous year's 20 per cent growth. However, Ms Haylock says once currency movements and disposals are stripped out, the underlying growth rate is maintained at 20 per cent and suggests investors take advantage of any price weakness.

OTC division at Rorer

Rorer Pharmaceuticals are forming a consumer products division to develop sales of their seven OTC products.

Robert Whittemore, manager of Rorer Consumer Products, says that the £2.5m selling range (at retail prices) will be represented by Berk Pharmaceuticals at the independent level. However, despatch, invoicing and statements will be issued separately under Rorer Consumer Products, he said.

The range is made up of: AAA Throat Spray; Asilone tablets; Asilone suspension; Ceplac disclosing tablets; Cremalgin pain relieving cream; Dioralyte tablets and Maalox Plus antacid range.

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PUBLIC NOTICES



COMPETITION ACT INQUIRY BY THE MONOPOLIES AND MERGERS COMMISSION UNICHEM LIMITED

The Monopolies and Mergers Commission is investigating the share allocation scheme operated by UniChem Limited.

Any person or organisation wishing to give information or views, particularly on the effects of the scheme on the wholesale supply of pharmaceuticals, should write as soon as possible to:

The Reference Secretary (UniChem Inquiry)
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ABOUT PEOPLE

Practice research fellow for Queen's

Northern Ireland pharmacist Terry Maguire has been appointed pharmacy practice research fellow at the Queen's University of Belfast. The post is being sponsored by the Nuffield Foundation following its decision, along with the Pharmacy Contractors Committee and Northern Pharmacies, to fund a practice research unit in the

pharmacy department.

However, Mr Maguire will remain a contractor pharmacist. He is at present working on a health screening programme measuring patients' blood cholesterol levels in the pharmacy. The unit is also planning to set up a data bank of patients and their medication and monitor them year by year.

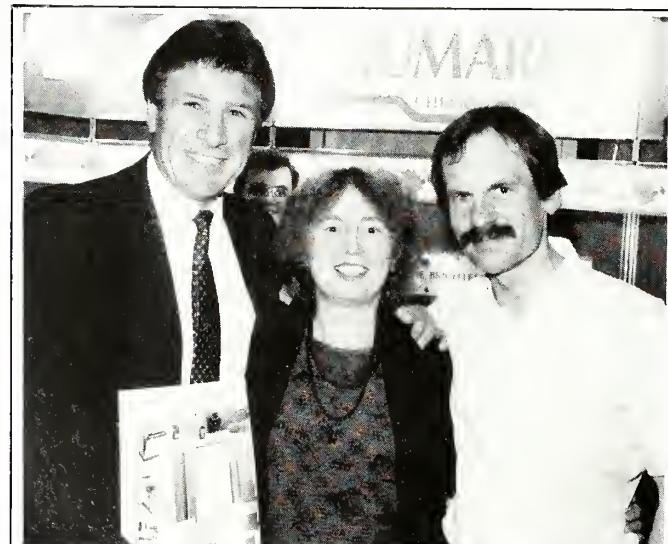
Vestrict awards

Vestrict's Nottingham branch manager, Phil Hart recently received the company's "Branch of the year" cup in recognition of achieving the best target sales — in relation to its size and turnover — throughout Vestrict's branch network.

The award ceremony was carried out by Mr Bill Pybus, chairman of AAH Holdings, who also presented the Vantage Rose Bowl to Belfast's Edwin Bleakley for commitment to Vantage throughout 1988.



Vestrict's Edwin Bleakley displays the Rose Bowl Trophy with Phil Hart (right) and the 'Branch of the year' cup



Pharmacist Keith Wells and his wife from York won a slimline dishwasher in a draw held by Numark wholesaler Bleasdale Ltd. It was presented to them by soccer personality Emlyn Hughes, who is pictured, left holding the brochure

APPOINTMENTS

New director for NAPD

Michael Watts OBE FBIM, has been appointed the new director of the National Association of Pharmaceutical Distributors.

He takes over from Mr Ozzie Logan who is retiring from full time employment, but is remaining available to the NAPD as a consultant.

Mennen have appointed Peter Rolfe as managing director in the UK. He had previously been with Shulton and Fabergé.

Xenova Ltd have appointed Paul Pay as business development manager. Paul was previously licensing manager for Cooper Animal Health.

Rockware Group plc announce that Simon Jennings has been appointed marketing director of Rockware Plastics Ltd.

TV advice

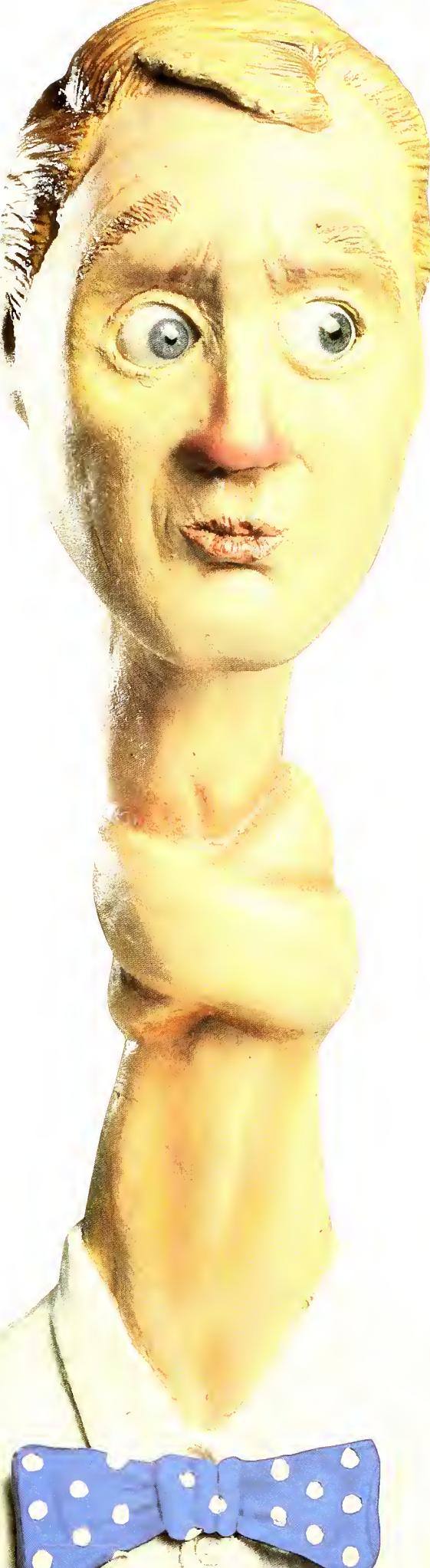
Former PGC chairman Ian Mullen is another pharmacist who has been featured on the silver screen over the holiday period.

He was interviewed in his pharmacy for a story appearing on the evening news programme Scotland Today on December 30, talking on the perils of drugs — particularly cough and cold preparations — taken in combination with that extra New Year drink if planning to drive.

The clip showed customers being advised by counter staff on medicines which could cause drowsiness.

DEATHS

McCallum: Daniel Robert McCallum died suddenly on December 24. Jim Bannerman, OBE, FRPharmS, writes: "Dan McCallum was well known and highly respected as the representative of Cuxson Gerrard for many years. During those years he became a stalwart enthusiast of the Glasgow Pharmacy Club. He became the club's most assiduous secretary at a difficult time. In recognition of this, and his delightful personality, he was elected president of the club. He gave pleasure to many pharmacists through his contributions — albeit under a nom-de-plume — to the late lamented *Scottish Pharmacist*. Those whom he touched were the richer for it."



It took £250,000 to get this man to talk about **NEW** **Dequacets**

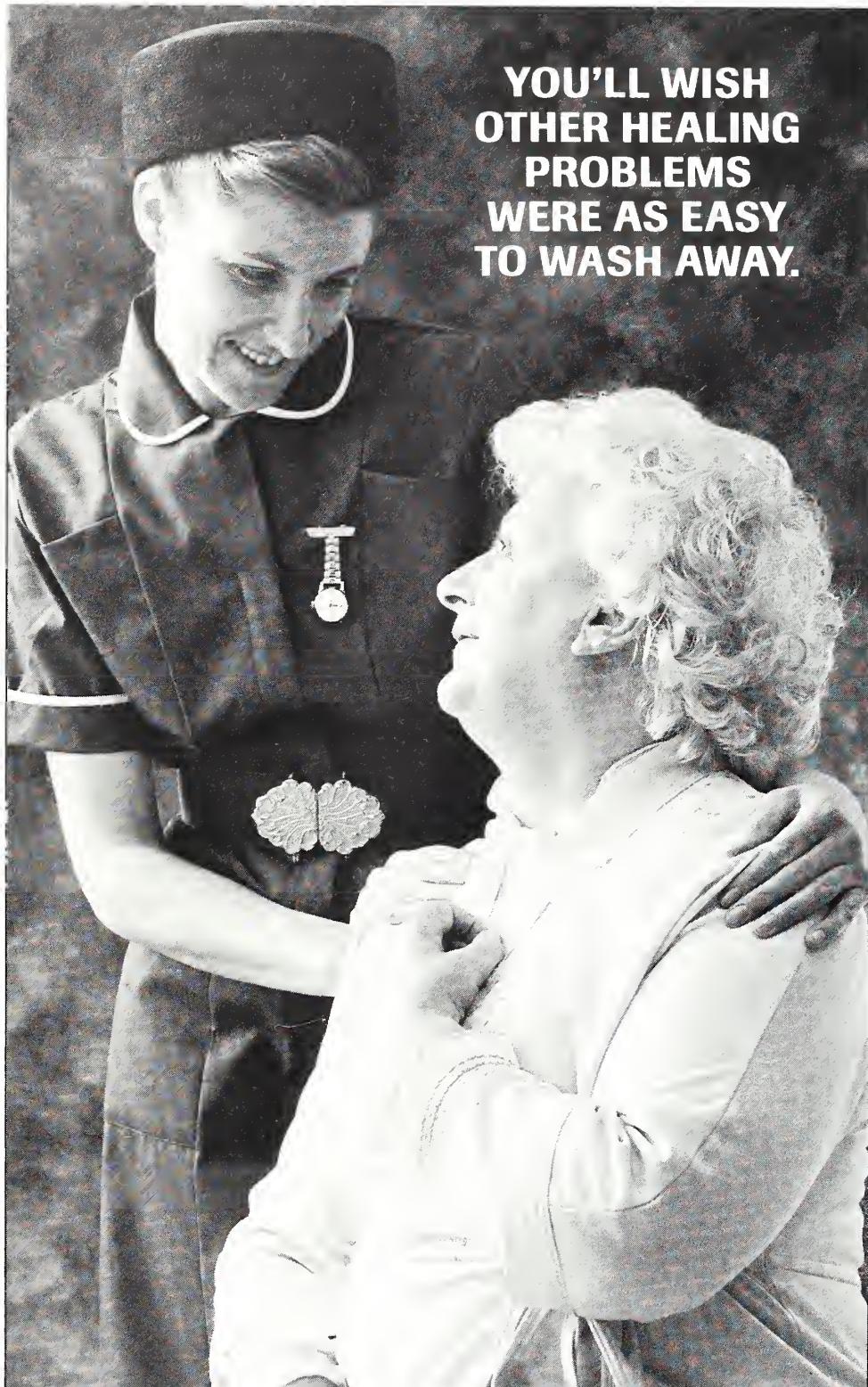
New Dequacets is a brand new lozenge from Evans which not only soothes a sore throat, but contains menthol to unblock nasal congestion.

Supported by a substantial promotional spend, the 'Dequa Man' will be appearing on poster sites all over the U.K. this winter – persuading the public to ask for the Dequa range by name.

Order the Dequa range now through your local wholesaler or Evans representative.



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(TYPE 1 CALCIUM ALGINATE
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SORBSAN flat dressing helps nature heal faster in the treatment of wet wounds such as leg ulcers, diabetic ulcers, pressure sores and post operative wounds.

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Description. Calcium Alginate Dressing - Sterile; cream coloured, non-woven, hydrophilic, primary dressing made from Calcium Alginate BPC. Available as Sorbsan 1400 (5cm x 5cm), Sorbsan 1410 (10cm x 10cm) and Sorbsan 1415 (10cm x 20cm).

Indications. Sorbsan is only appropriate for the treatment of exuding wounds e.g. leg ulcers, ischaemic and diabetic ulcers, pressure sores, post operative wounds, fungating carcinomas and other 'wet wounds'.

Instructions For Use. See User Guide Booklet in the Community/Ward Pack.

Pack Quantities. SORBSAN 1400 Community Package (C.P.) - 10; SORBSAN 1410 Ward Pack - 10; SORBSAN 1415 Ward Pack - 10.

Basic NHS Cost of Sorbsan 1400. When a dressing is changed at the normal intervals of between twice weekly and once daily, the average cost to the NHS of SORBSAN 1400 is 22p - 77p per day.

Additional information. Sorbsan is also available for the treatment of Wet Cavity Wounds as ribbon and surgical packing.

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